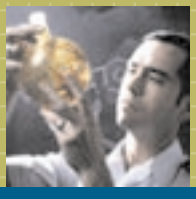
JAMRS

OVERVIEW REPORT

MAY 2004

2004

Influencer Poll Report and Crosstabulations



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The Department of Defense (DoD) conducts Influencer Polls on a regular basis to measure influencers' perceptions of the military and their likelihood to recommend military service to youth. This report details the findings of the May 2004 Influencer Poll.

The primary focus of the poll was to learn about the military attitudes of adults who have relationships with youth ages 12 – 21. These influencers' recommendations regarding military service significantly affect potential recruits' decision whether or not to enlist. To this end, the May 2004 Influencer Poll measured influencers': favorability toward and knowledge of the military; attitudes toward the military; perceptions of how likely military enlistment would result in outcomes important to youth; and their perceptions of others' support of them recommending the military and how much those people influence them.

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November 2004

DEPARTMENT OF DEFENSE
INFLUENCER POLL WAVE 2 – MAY 2004

OVERVIEW REPORT

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Executive Summary

The Department of Defense (DoD) conducts Influencer Polls on a regular basis to measure influencers' perceptions of the military and their likelihood to recommend military service to youth. This report details the findings of the May 2004 Influencer Poll.

The primary focus of the poll was to learn about the military attitudes of adults who have relationships with youth ages 12 – 21. These influencers' recommendations regarding military service significantly affect potential recruits' decision whether or not to enlist. To this end, the May 2004 Influencer Poll measured influencers':

- Favorability toward and knowledge of the military.
- Attitudes toward the military.
- Perceptions of how likely military enlistment would result in outcomes important to youth.
- Their perceptions of others' support of them recommending the military and how much those people influence them.

Drop in Likelihood to Recommend

Overall, influencers' likelihood to recommend the military and its individual branches decreased since last measured in August 2003 for both parents and non-parents. Further, parents were less likely to recommend the military to their children than non-parents were to a youth they know. Relatives were less likely to recommend the military than were educators. Demographic differences included higher likelihood to recommend among Whites than among non-Whites, and lower likelihood to recommend among those ages 36 – 49 than either younger or older influencers.

Negative Impact of Current Event

The majority of influencers report that the U.S. war in Iraq has negatively affected their likelihood to recommend the military. Black influencers reported being more negatively affected. In addition, Black influencers reported being less supportive of U.S. troops' presence in Iraq, less likely to feel the war was justified, more disapproving of the current handling of foreign affairs, and more disapproving of the current use of U.S. Military forces than did non-Blacks. Evidence from other sources supports these findings. For instance, polling conducted by Yankelovich Partners and Wirthlin-Worldwide reveals similar differences.

Influencers Doubt Military Provides Environment Conducive to Well-Being

The poll asked influencers about the association between an extensive set of outcomes and military service. Association ratings on items related to their well-being (e.g., attractive lifestyle, job that makes you happy) were the strongest attitudinal predictor of their likelihood to recommend. However, influencers did not strongly associate achieving a sense of well-being with the military. This finding suggests a need for military communications to more strongly emphasize such elements of well-being as: good pay, contact with family and friends, job satisfaction, environment free of harm or danger, job consistent with beliefs and values.

Executive Summary

(continued)

Military Is Associated with Tangible Benefits, Skill Development, and Patriotic Adventure

Association ratings on items related to youth skill development (e.g., learn a valuable trade or skill, develop self-discipline) were also strong attitudinal predictors of likelihood to recommend. In this case, influencers *did* associate these outcomes with serving in the military. As such, military support of these perceptions among influencers remains important. Influencers also associated the military with tangible benefits (e.g., earn money for college, job security) and patriotic adventure (e.g., opportunity to travel, experience adventure, do something for your country). While still important, these two factors were not as strongly related to an influencers' likelihood to recommend.

Many Factors Impact Recommendations

Influencer attitudes toward the military, knowledge of the military, and economic conditions were all factors that influenced intent to recommend the military. Influencers who rated the military more favorably and who reported having greater knowledge of the military were more likely to recommend it. Influencers' favorability toward the military and each of the Services fell since the previous measure in August 2003, and knowledge remained comparatively low. Influencers' perceptions of economic conditions remained relatively stable from the last measure.

The results of the May 2004 Influencer Poll highlight the importance of continuing the delivery of current messages and creating new campaigns directed at influencers that support the skills-development outcomes associated with military service. However, an opportunity exists to better leverage communcation strategies. Currently, messages promote skill development and patriotic adventure. However, this poll suggests efforts may be more effective if they emphasize outcomes of military service associated with youth well-being, such as an attactive lifestyle or a job that makes them happy.

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OVERVIEW REPORT

The primary goal of the influencer poll is to provide regular tracking of influencers' likelihood to recommend the military to youth. Section One covers the approach and methodology used in the May 2004 Influencer Poll.

Section 1

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Background and Purpose

The Department of Defense (DoD) faces a number of challenges in recruiting qualified personnel to meet their recruitment goals. The attractiveness of military service has gradually declined in the minds of American youth. Factors such as eligibility, propensity to join the military, and the U.S. economy have made it difficult for the Services to meet their recruiting goals. In order to get one eligible recruit, an Army recruiter must contact approximately 120 young people[i]. The difficulty of recruitment and the steady decline in youth's propensity to join the military appear to threaten the future quality of the U.S. Military.

This wave of the Influencer Poll was designed to investigate the attitudes and knowledge of influencers as well as their likelihood to recommend serving in the military to youth they know. Influencers in this case are adults who have a direct, influential role on the decisions youth make about their post-high school options–e.g., parents, teachers, counselors, coaches, mentors, employers, and co-workers.

In 1999, in an effort to better help recruiters reach their recruitment goals, the Secretary of Defense initiated a comprehensive evaluation of the DoD's recruitment advertising programs. This review was conducted by a team, referred to as Eskew Murphy, and examined several components of the recruitment advertising program including marketing research. Eskew Murphy found that in order to better understand the youth population, the DoD should become familiar with their habits, opinions, and attitudes. Eskew Murphy outlined a series of recommendations intended to enhance DoD's advertising and marketing programs, including a market research plan and advertising campaign aimed at adult influencers. One of their observations was that influencers were an important group, but were not receiving any attention. The DoD Influencer Polls were initiated to fill this gap and develop an understanding of the important influencers in youth's lives and how they affect youth decision-making. This report details the findings of the second wave of the Influencer Poll.

Purpose

The purpose of this report is to provide information about the importance of influencers and their knowledge, attitudes, and likelihood to recommend the U.S. Military. Specifically, this report provides information about the values held by influencers, their confidence that the military will advance these values, the people who influence the decision of the influencer, and the likelihood that influencers would recommend the military to one of their children or a youth they know.

The focus of this report is on identifying factors that are likely to influence future recruiting effectiveness. To accomplish this, the May 2004 Influencer Poll aims to identify which factors are prone to affect influencers' likelihood to recommend the military. Additionally, the information obtained from this poll can be used to help guide advertising or outreach campaigns and ultimately assist the U.S. Military Services in meeting their accession requirements.

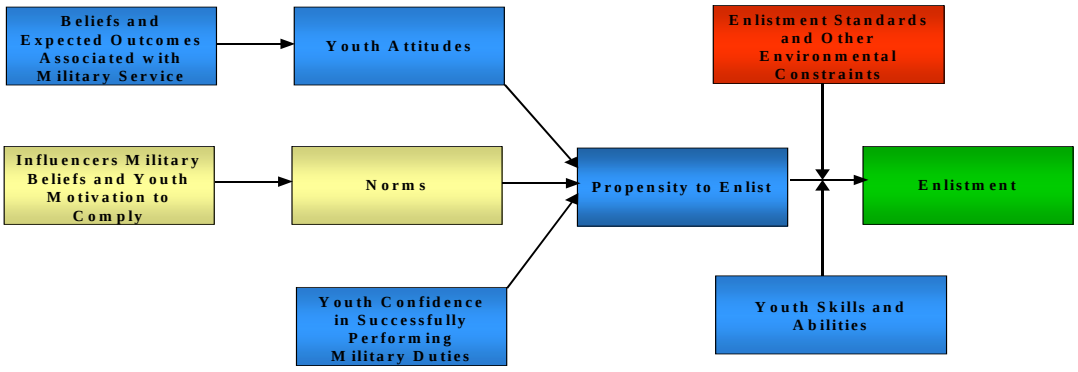
Approach

There are a large number of hypothesized causes for the military's recruiting difficulties over the past several years, as well as a similar set of hypotheses about potential issues with recruiting effectiveness in the future. However, in order for recruitment efforts to be successful, recruiting efforts must be based on empirically supported hypotheses. Accurate information about youth and adult attitudes, adult recommendations to youth of post-high school options, and enlistment intentions are necessary to help direct the Department of Defense's efforts to maintain a quality all-volunteer military force. The goal of this Influencer Poll is to provide information related to the likelihood of influencers to recommend the military to youth.

The figure on the bottom of this page displays a conceptual model of enlistment behavior. This model is based on Ajzen and Fishbein's[ii] *Theory of Reasoned Action*, a prominent theory in psychology used for understanding behavior. As the model indicates, the intention to perform a given behavior is viewed as a function of two primary factors: one's attitude toward performing the behavior and one's subjective norm concerning the behavior. Attitudes are the result of one's beliefs that performing a given behaviors will lead to certain outcomes and the perceived importance of those outcomes. Subjective norms are the perception that other people, in this case influencers, think that one should or should not perform the behavior in question.

On the right side of the model, an additional important determinant of military enlistment behavior is displayed. That is the ability of youth to meet the enlistment standards set by the U.S. Military. While force structure dictates the quantity of people needed to fill military units, the qualifications of those people in terms of the knowledge, aptitude, skill, physical fitness, medical health, and motivation determine the effectiveness of those units.

Military enlistment, like any other behavior, is most likely to occur when one has a strong intention to perform that behavior, has the necessary skills and abilities (i.e., meets military enlistment standards), and there are no environmental constraints preventing the behavior.



Approach

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Use of a model-based approach provides several advantages. One advantage is that it allows users to come up with a strategic plan of action. For example, different interventions would be necessary if one has formed an intention but is unable to act, than if one has little or no intention to perform the behavior or if one is not engaging in the behavior because of social pressure being exerted on one from the important people in one's life. A model-based approach that integrates these components aids decision-making by providing a more comprehensive and integrative platform of information from which to make decisions.

The model as applied to enlistment behavior can also be applied to influencers' likelihood to recommend military service. In this case, the behavior of interest is recommending military service, the intention is to perform this behavior, and so on. This model-based approach was used as the foundation of the May 2004 Influencer Poll, which measures influencer attitudes, norms, and likelihood to recommend (intention). In line with this model, the Influencer Poll focused primarily on adult influencers' likelihood to recommend the military and their:

- Favorability toward the military
- Knowledge of the military
- Attitudes toward the war in Iraq and economic issues
- Expected outcomes, behavioral beliefs, social support, and the influence of others on their recommending the military to youth

Structure of This Report

The report is structured around the conceptual model on the previous page. Following this introduction, the report begins, in section 2, with a definition of influencers including a breakdown of two subcategories, of influencers: parents and non-parents. Section 2 also examines the roles of influencers and how they affect the decision-making of youth. It details which post-high school options influencers are most likely to recommend as well as the reasons behind those recommendations.

Section 2 introduces influencers' outlook on the economy and current events.

Section 3 focuses specifically on how influencers feel about the U.S. Military, and their perception of military service as a post-high school option. It further delineates why influencers feel the way they do and outlines what other variables are related to likelihood to recommend.

Section 4 covers generally the same information as section three, but focuses in on each branch, describing the unique issues and relative positioning for each branch.

Section 5 describes the findings as they relate to the conceptual model described above to more clearly examine recommending behavior and determine what drives it.

Finally, section 6 presents the conclusions and recommendations based on analyses provided in each of the sections.

Methodology

The May 2004 Influencer Poll was administered via Computer Assisted Telephone Interviews (CATI) during April and May 2004. Six hundred of these interviews were conducted with parents of youth who were contacted and completed the May 2004 Youth Poll.

The remainder of the Influencer Poll was conducted using random digit dialing procedures. American households were screened for the target audience: parents of youth between the ages of 12 and 21, as well as American adults who have given advice about what to do after high school to youth between the ages of 12 and 21.

In the case that more than one person in the household met these criteria, the respondent with the most recent birthday prior to the interview date was selected.

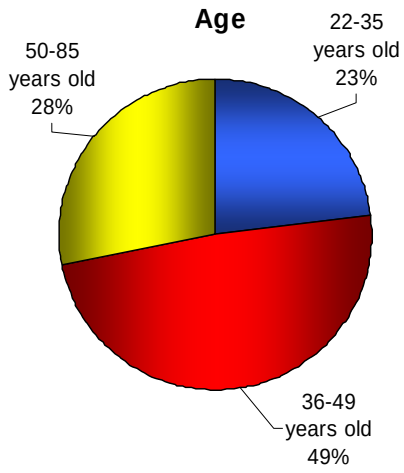
Overall, 1,251 adult influencers between the ages of 22 and 85 completed the survey, which took an average of 20 minutes to complete. As a rough guide, the overall margin of error at the 95% confidence interval for estimates based on the total sample is approximately:

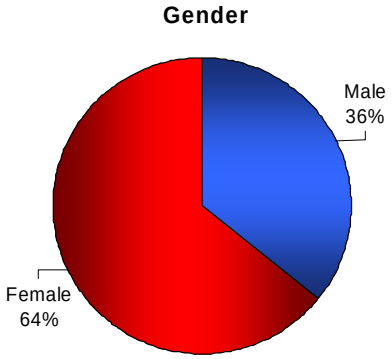
- ± 2.8 percentage points for proportions;
- ± 0.15 for 10-point scales.

Respondent Profile

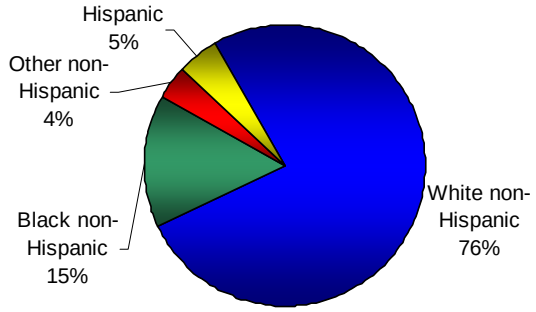
This survey was conducted via telephone. The following charts display the demographic characteristics of the 1,251 survey respondents:

- Age
- Gender
- Race/Ethnicity
- Highest Completed Education Levels
- Have Children between 12 and 21
- Type of Non-Parent Influencer
- Marital Status
- Member of Armed Forces
- Annual Household Income

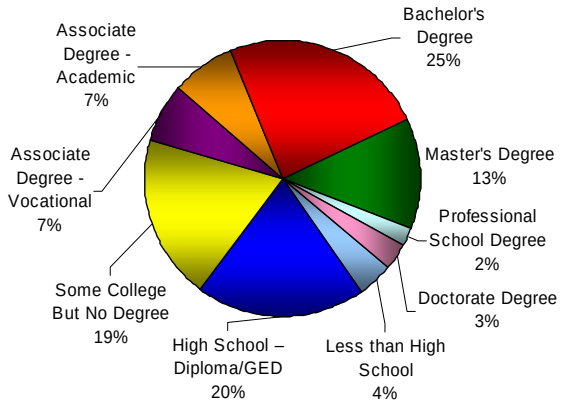




Which of the following best describes your race?



Highest Completed Education Levels



Respondent Profile

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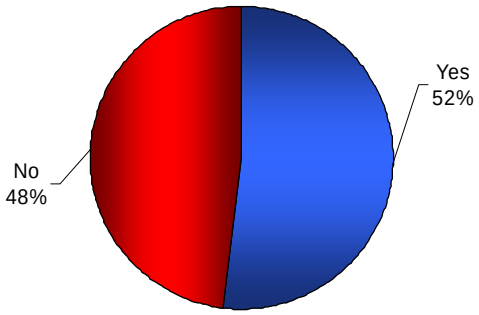
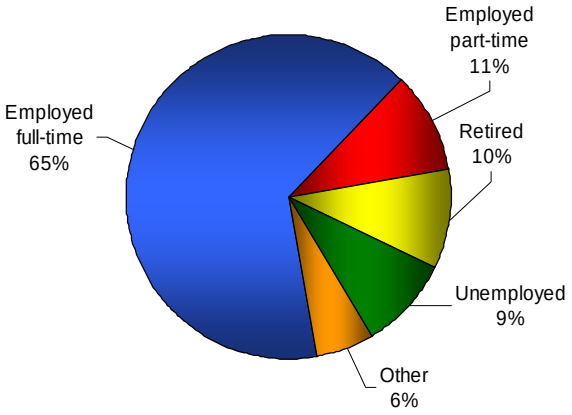
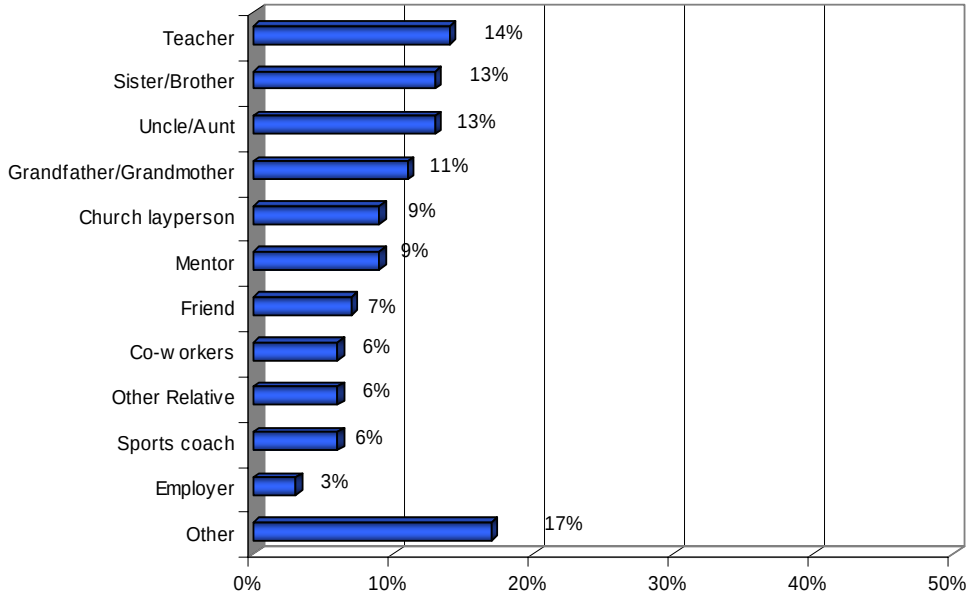
Do you have children between the ages of 12 and 21?



Current Employment Status



What role or position do you have where you interact with youth ages 12 to 21?



Respondent Profile

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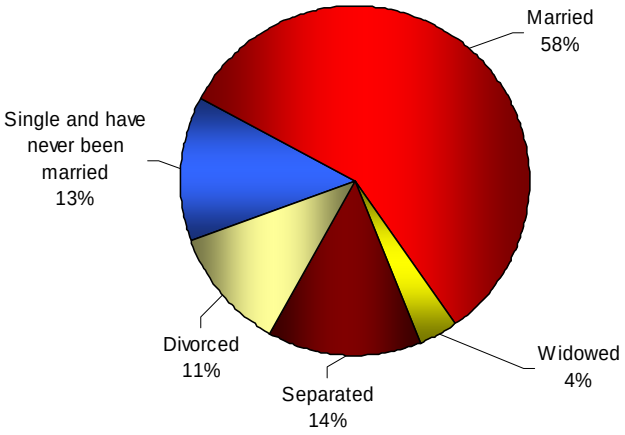
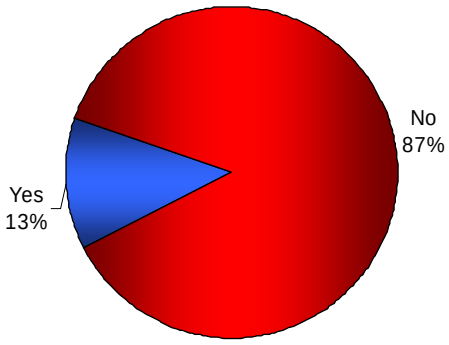
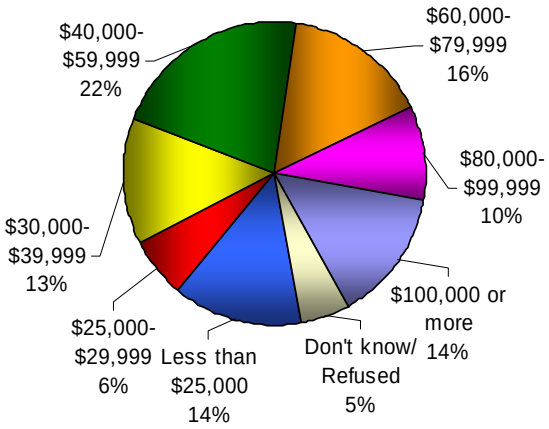
What is your marriage status?



Are you or have you been a member of the armed forces?



Annual Household Income



[i] National Research Council (2003). *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment.* Committee on the Youth Population and Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, D.C.: The National Academies Press.

[ii] Ajzen, I., and Fishbein, M. (1980). *Understanding, attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.

OVERVIEW REPORT

Section Two provides a definition of influencers and discusses the role that they play in youths' lives. It also discusses influencers' general views about the post high school options availabe to youth.

Section 2

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Influencers: Who They Are and Their Role

Who Influencers Are

Influencers are an important group to understand for those interested in youth's decisions. Young people's beliefs, values, and attitudes are forged and can be altered through their interaction with others, making these "others" important factors in any decision. In this section the focus is who influencers of potential recruits are, as well as what role they play in a youth's career decisions.

Influencers, as defined in this study, were adults ages 22 – 85 who reported directly influencing youth ages 12 – 21. These influencers ranged from coaches and clergy to mothers and guidance counselors. The total 1,251 adult influencers in the sample were split into two subcategories:

Parents

In this report, the term parent is reserved for those who have children ages 12 – 21. These influencers have a close relationship with youth, having personal knowledge of a youth's personality, character, and emotional well-being. The nature of the relationship is intensely personal, with these influencers tending to be direct and open with youth, and at times more protective of a youth's well-being than the youth themself. Parents influence fewer youth (in terms of access) than non-parents such as guidance counselors, but likely have a stronger effect on them.

Non-parents

Educators, relatives, and others, can also be influencers. Non-parents, as defined in this report, may or may not have children outside the specified age range (12 to 21). However, as observed in this poll, non-parents typically have some sort of formal authority over youth. They provide another source of support to youth, and frequently open doors to a wider range of opportunities, including some that parents may not. Non-parents affect youth on a wider scale (one-to-many) than do parents, but usually do not have as strong an impact. However, due to the great variety of roles these influencers play, the degree of influence varies greatly from one non-parent to the next.

Role of the Influencer

Influencers play a major role in youth's decisions regarding college and occupational choice due to the impact they have on adolescents' educational goals, scholastic achievement, and appraisal of their self-efficacy. This is true both for parents and non-parents. In related research, adult influencers have been found to directly influence the norms and attitudes that youth hold[i]. Research has also demonstrated that there are numerous family variables that influence the career choices of young adults[ii] (i.e. socioeconomic status, education level of parents, parenting styles, interactions). It appears that family interactions therefore play an important role in young people's formation of aspirations and decisions about careers.

Influencers: Who They Are and Their Role

(continued)

The May 2004 Influencer Poll found that nearly all parents talked to their children about the future, and most did so "frequently" or "very frequently" (90%). Mothers were more likely than fathers, and younger parents were more likely than older parents, to report discussing the future more frequently. The August 2001 Youth Poll revealed that these conversations have a significant impact, as about 60% of youth report that they make decisions about their career jointly with their parents, and that their parents are either extremely or very involved in career preparation decisions. African American parents especially, serve as major influences that define the career choices of African American youngsters (Leong, 1995).

Parents are the most significant influencers of most youth poll results suggest. In the May 2004 Youth Poll, conducted concurrently with the May 2004 Influencer Poll, youth responded to a question about the degree that different types of influencers affect the decisions they make. On a scale from one to seven, youth rated their mothers as having the strongest influence, with a mean of 5.5, and fathers a close second at 5.2.

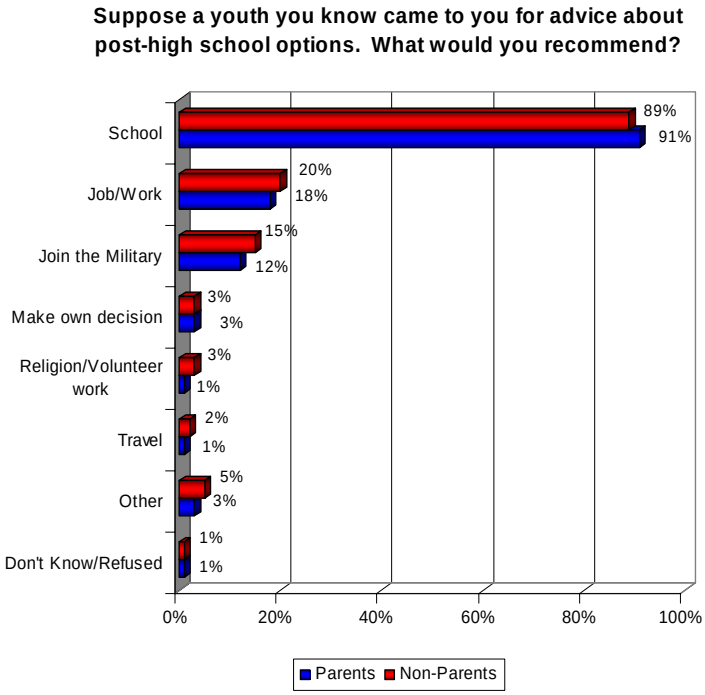
Although other types of influencers do not have as strong an impact on youth's decisions, they are still important because they tend to influence a greater *number* of youth, and often have an impact on their ability to carry out these decisions. In a recent study, over 90% of guidance counselors and half of teachers reported they had on several or many occasions "played a critical role in helping a student achieve his/her career goals[iii]."

Recruitment effectiveness may be improved by taking into account major youth influencers and the critical processes that affect youth career decisions. Research demonstrates that influencers' comments, beliefs, and interactions with youth may have a profound influence on their child's vocational development. Data from previous Youth Polls revealed that youth seek career advice and approval most often from their parents, confirming these findings from the parental point of view.

1st Tier Influence *(mean rating above 4.5)*	**2nd Tier Influence** *(mean rating below 4.5)*
Mother (5.5)	Family member who served in the military (4.5)
Father (5.2)	People associated with church (4.0)
Boyfriend/girlfriend (4.9)	Extended family (4.0)
Brother or sister (4.6)	Teacher (3.8)
Close friends (4.6)	Guidance or career counselor (3.6)
	Non-family member who has served in military (3.6)

Influencers' Perspectives

Currently, influencers predominantly promote and recommend that youth go to college. When asked what they would recommend to a youth, their student or their child, 89% of non-parents and 91% of parents said they would recommend more schooling.



Parent Differences

- Parents were less likely than non-parents to recommend all options except a part time job.

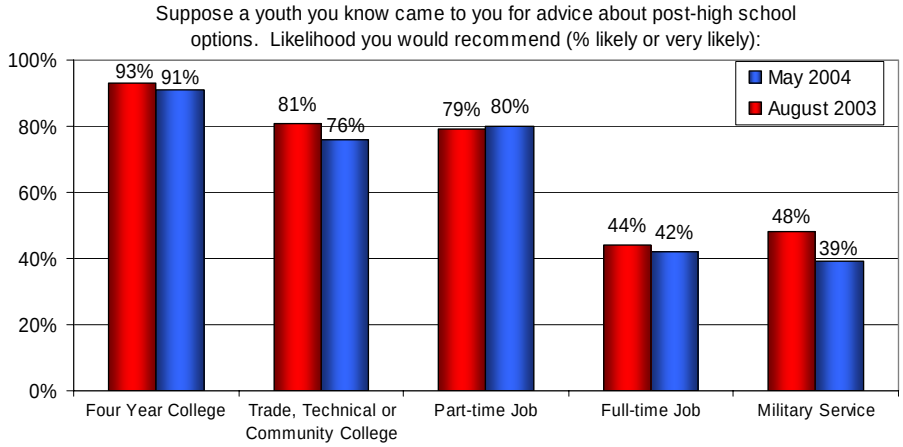
Race/Ethnic Differences

- Whites were more likely to recommend the military.
- Blacks were more likely to recommend a full time or part time job.

Gender Differences

- Females were more likely to recommend a part time job and a trade, technical or community college.

In order to get a better sense of how influencers feel about the various options that are available, the May 2004 Influencer Poll also asked them how likely they were to recommend each of a list of specific options. Attending a four-year college or university was the most recommended option, but other options did receive consideration. These numbers are similar to those found in the August 2003 Influencer Poll, with the only significant differences being decreases in influencers' likelihood to recommend a two-year college and the military.



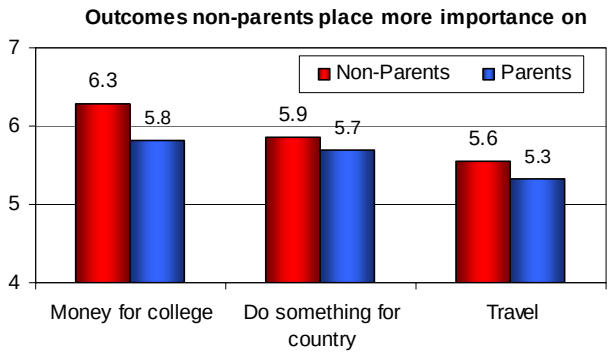
Factors Affecting Influencer Recommendations

The aspirations of influencers, specifically parents, provide powerful influences on youth career choices. So why do influencers make the recommendations they do? What exactly do influencers want for youth, and what are the implications for recruiting?

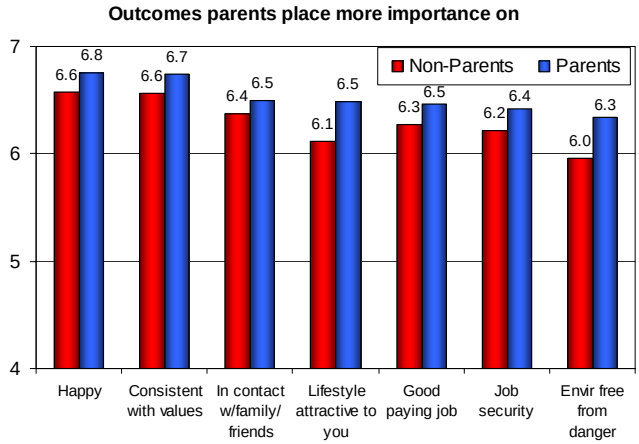
Outcomes

The May 2004 Influencer Poll asked about the importance of a list of outcomes for the youth's future. Influencers were asked to imagine a youth had come to them for advice about what to do after high school and were asked, "How important is it to you that the choice one of your students/a youth you know/your child makes helps them to earn money for college/have a good paying job/be challenged physically, etc." There were a total of 21 outcomes that influencers were asked about. Over 90% of influencers rated "a job makes youth happy," "doing something the youth can be proud of," and "having a job that is consistent with values," a 6 or 7 on a 7-point scale of importance.

In general, however non-parents tend to place greater importance on tangible and experiential outcomes.

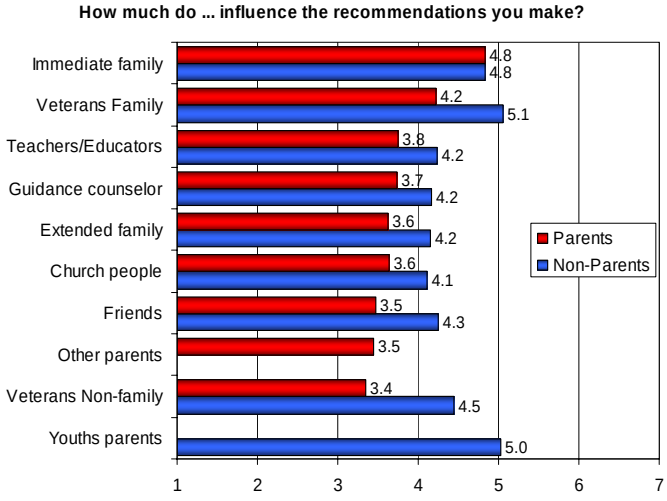


In contrast, parents were more likely to place more emphasis on items related to the child's well-being.



Social Norms

As influencers' opinions were important in youth decisions about post-high school options, so too were others' opinions in influencers' post-high school recommendations. The May 2004 Influencer Poll asked about the impact these individuals had on influencers' recommendations. As indicated in the figure below, parents were generally less likely to be influenced by other people than were non-parents. They were particularly less likely to consider the opinions of veterans and friends important in their decisions.



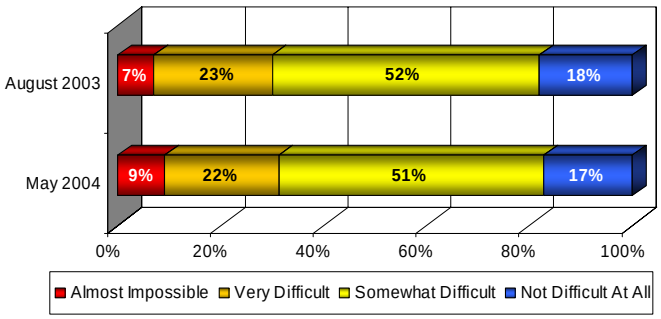
The Economy

A number of environmental factors help shape influencers' impressions of what is or will be the best option for a youth. The importance of the economy, in this regard, is easy to underestimate. Some post-high school options may appear more or less attractive to influencers depending on the perceived strength of the economy and labor market. It is important, therefore, to understand how influencers view the economy today and what their expectations are for the future.

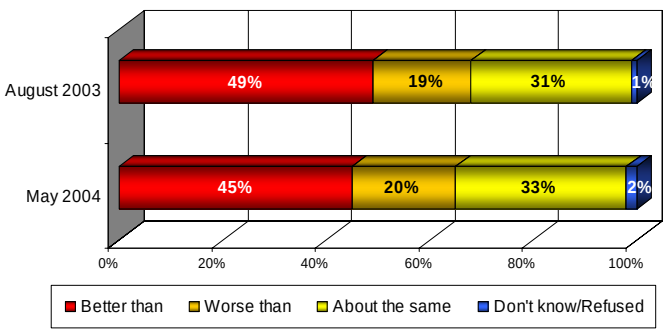
The May 2004 Influencer Poll asked influencers two specific questions regarding the economy. The first asked how difficult it is for a high school graduate to get a full time job in their community. The second asked influencers how they thought the economy would be doing in 4 years. In addition to understanding influencers' perceptions of the economy, it is also important to understand if and how perceptions are changing.

A comparison with the findings from the August 2003 Influencer Poll indicates that there has not been a significant change since the last on either of these two questions. The majority of influencers (51%) continue to believe that it is somewhat difficult for a high school graduate to get a job in their community, and that the economy will be better in 4 years (45%). Interestingly, parents were less likely to think the economy would be better in 4 years than non-parents.

How difficult is it for a high school graduate to get a full-time job in your community?



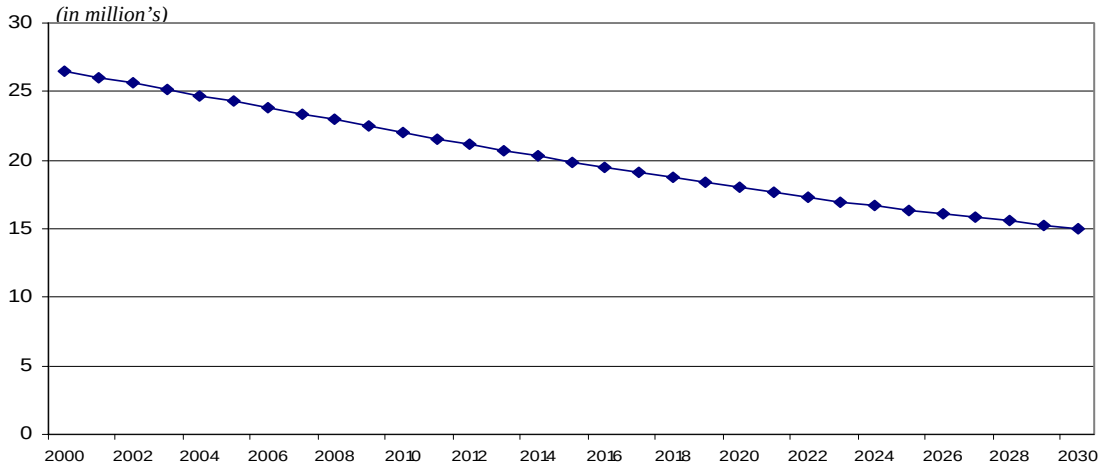
Four years from now, do you think the economy will be better than, worse than, or about the same as it is today?



Veteran Population

One important characteristic of the influencer population is experience with the military. Presumably, the less military experience influencers have, the less capable they will be of providing meaningful advice and recommendations about it. This line of thinking is supported by a 1996 Navy research study, which found the presence of veterans under age 65 in a county to be the most important factor in explaining enlistment rates[iv]. A look at trends in the general population tells a dramatic story about the diminishing veteran population. There is now only one third as many veterans per capita as there was in 1980[v]. This is a factor that may make military recruiting increasingly challenging.

Total Veteran Population



This lack of familiarity with the military may be contributing to avoidance of the topic. Although almost all parents on the May 2004 Influencer Poll reported talking with their children about their *future* either frequently or very frequently, only 24% reported having discussions that included the possibility of enlisting in the military either very frequently or frequently. Nearly a quarter of parents reported that they had *never* discussed the possibility of enlisting in the military with their children.

Summary

Influencers are an important group to understand for those interested in youth's decisions. Youth's decisions about what to do after high school are affected by both parent and non-parent influencers such as teachers, friends, and relatives. Although parents are the most important type of influencer, other influencers touch a greater number of youth and therefore must also be considered important.

The May 2004 Influencer Poll revealed that when considering what a youth should do after high school, influencers predominantly considered further education – and less so other options such as getting a full-time job or joining the military. This trend is likely to gain strength as more youth enroll in college each year, and the pressure of social norms continues to shift toward youth entering college after high school.

Influencers seemed most concerned about youth's well-being when advising them on what to do after high school. Parents placed even more emphasis on these factors, whereas non-parents were more likely to consider extrinsic rewards such as money for college, and travel, important. These differences are telling with regard to how influencers view their role in a youth's post-high school decision.

Perceptions of difficulty of finding a full time job for a high school graduate contributed to influencers' post-high school recommendations: Nearly a third of influencers felt it is very difficult, or almost impossible, for a high school graduate to get a full time job in their community.

In addition, the changing face of the influencer population is becoming less familiar with the military post-high school option, as the population of U.S. Military veterans has declined for many years and is expected to continue doing so.

[i] Legree, P. J., Gade, P. A., Martin, D. E., Fischl, M. A., Wilson, M. J., Nieva, V. F., McCloy, R., & Laurence, J. (2000). Military enlistment and family dynamics: Youth and parental perspectives. *Military Psychology*, 12, 31-49.
[ii] The Condition of Education, 2001.
[iii] Marsh, K. A., Emanuel, S., Bader, P., Marsh, S. & Boehmer, M. (2004) Building stronger alliances between the military and high school educators: From the educators' perspective. JAMRS Report No. 2004-004, Department of Defense.
[iv] Schmitz, E. J., & Boyer, A. (1996). *Socio-Demographics and Military Recruiting -- The Role of Veterans.* Arlington, VA: United States Navy Recruiting.
[v] www.va.gov.

OVERVIEW REPORT

The focus of Section Three is on influencers' attitudes about the military, including whether or not they would recommend it to youth.

Section 3

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Introduction: Attitudes Toward the U.S. Military

The previous sections have established that the attitudes and recommendations of influencers are important factors in the decisions that youth make. They have also described the role that influencers play in youth decision-making and their views on youth's post-high school options. This section of the report will focus on influencers' attitudes and recommendations regarding enlistment and military service.

Specifically, this section will cover in detail influencers' likelihood to recommend the military, and their military-promoting behaviors. It will also cover influencers' attitudes toward the military, including their favorability and knowledge toward the military, their perceptions of subjective norms, and parents' opinions of their children's ability to succeed in the military.

Current events shape the perceptions of influencers, and do so differently for different types of influencers. This section will discuss influencers' attitudes toward current events and the impact of these events on their recommending behaviors. It will also describe differences found between different subgroups of influencers in their reactions to these events.

A wide variety of attitudes and behaviors are possibly germane to recommending behavior. Ajzen and Fishbein's *Theory of Reasoned Action* serves as a foundation for selecting the type of attitudes and behaviors to address in the Youth and Influencer Polls.

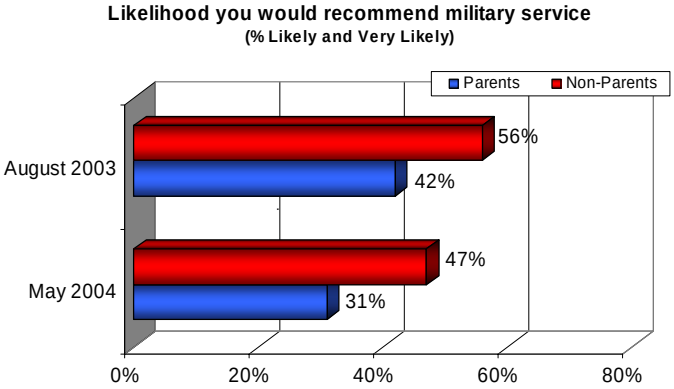
In addition to the analysis conducted in this section, other information is also provided for many of the variables discussed in this section in Appendix A. Other reports, briefings, and datasets from past Influencer Polls can be found at www.dmren.org.

Influencers' Likelihood to Recommend Military Service

Influencers' impact on enlistment is most directly communicated through their recommendations to youth. This poll measured the likelihood to recommend various post-high school options among parents and other adult influencers of youth ages 12 – 21. Parents were asked questions regarding recommendations they would make to their own children, while non-parents were asked about recommendations they would make to youth ages 12 – 21. Teachers and guidance counselors were asked about the recommendations they would give to their own students.

As described earlier in this report, influencers were initially asked to mention any post-high school options they would recommend, and the military was not often mentioned (13%). They were then read a list of specific options and asked to rate the likelihood that they would recommend each. Influencers who report being "very likely" or "likely" to recommend each option are considered likely to recommend that option. Among the choices given, joining a military service was the least likely to be recommended. Although likelihood to recommend military service is low for both non-parent and parent influencers, parents are much *less* likely to recommend military service to their children than non-parent influencers are to recommend it to a youth or student they know.

An even greater concern for military recruiting is that both parents and non-parents reported a significantly lower likelihood to recommend military service than they did in the last Influencer Poll, conducted in August 2003. This downward trend is important because it may be a precursor to a similar drop in youth propensity, and military enlistment.



Demographic Differences:

- Relatives are less likely to recommend the military than are educators
- Males are more likely to recommend the military than females
- Whites are more likely to recommend than are non-Whites[i]
- Those ages 36 – 49 are less likely to recommend than other influencers.

Other studies conducted by or for the DoD have found similar declines in adults' likelihood to recommend military service. The Yankelovich Omniplus, a poll of Americans 16 and over, reported a decline in likelihood to recommend the military among American adults between August 2003 and July 2004[ii]. The WirthlinWorldwide National Quorum is an omnibus survey, of 1,000 American adults ages 18 and over. The survey tracks the general adult population's attitudes about current events and military service as a post-high school option. Quorum found that likelihood to recommend in this population gradually declined from pre-August 2003 rates of about 55%-60% to more recent estimates in the 45%-53% range[iii].

Military-Promoting Behaviors

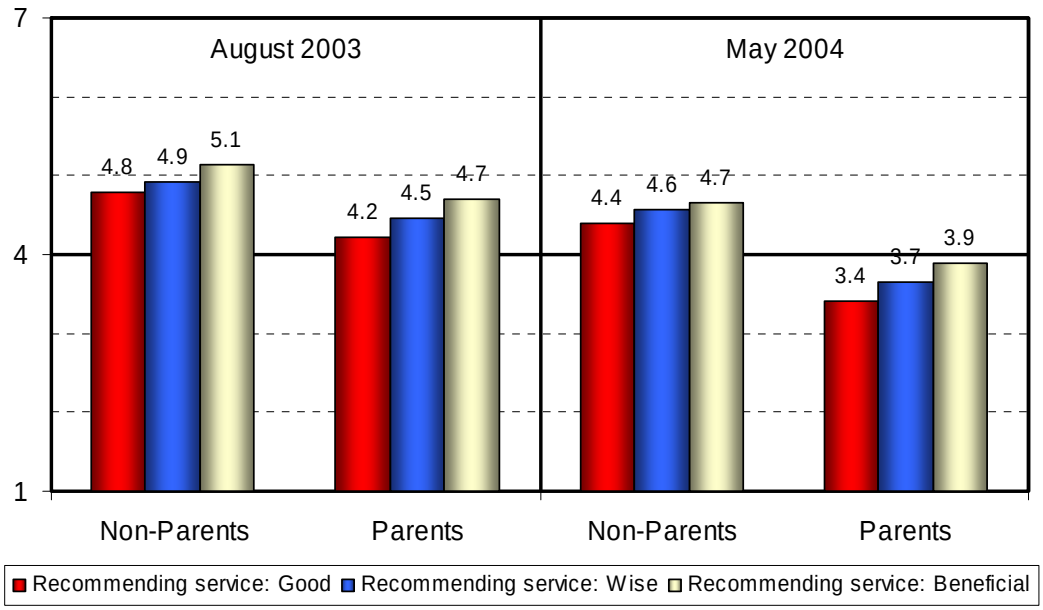
Past research indicates that very few influencers identify military service as a post-high school option they would recommend. It is not surprising then, that the May 2004 Influencer Poll found that few parents speak to their children about the military as a post-high school option frequently (23%). Nor is it surprising that few parents have pointed out a military advertisement to their child (28%), gathered information about the military for their child (19%), or suggested to their child that he or she contact a recruiter (17%). All of these military service-promoting behaviors are more likely to be exhibited by those who report being likely to recommend the military and should be considered meaningful indicators of influencers' impact on youth's decisions to enlist or not enlist.

These limited military service-promoting behaviors are consistent across racial/ethnic and age groups. In fact, the only demographic group more likely to discuss the option of joining military are those influencers from households bringing in $25,000 to $40,000 per year, and this group is *less* likely to advise youth to talk to a recruiter.

Attitudes Towards the Military

Attitudes toward recommending military service are becoming more negative as well. The May 2004 Influencer Poll revealed that attitudes toward recommending military service were thought to be less likely to be good, wise or beneficial than in August 2003. The changes are troubling because these attitudes are strongly correlated with likelihood to recommend the military. Parents remain less positive than non-parents about recommending the military.

Attitudes about Recommending Military Service



Perceived Costs and Benefits of Military Service

Influencers' perceptions of the benefits of military service are important in their decision whether or not to recommend it. Influencers were asked to rate the extent to which the military helps youth obtain each of 21 outcomes. They rated these outcomes using a 7-point scale where 1 represented not at all likely and 7 represented extremely likely to obtain the outcome if they joined the military.

The table on the next page reports the mean association ratings for each outcome. The outcomes most strongly associated with military service include teamwork, self-discipline, and doing something for your country. The outcomes least associated with military service include being in contact with family and friends, and being in an environment free from harm and danger.

Attitudes Towards the Military

(continued)

Mean Association Ratings for Outcome Items by Influencer Type

Outcome	Non-Parent	Parent
Develop teamwork skills	6.3	6.0
Develop self-discipline	6.3	6.0
Something you can be proud of	6.2	6.1
Be challenged physically	6.2	5.9
Earn money for college	6.1	5.7
Opportunity to travel	6.0	5.8
Health care and retirement	6.0	5.9
Do something for your country	6.0	5.7
Learn a valuable trade or skill	5.9	5.5
Train in cutting edge technology	5.9	5.6
Job security	5.8	5.5
Experiences preparing for career	5.8	5.4
Experience adventure	5.8	5.5
Job that is interesting and not just routine	5.5	5.2
Make a difference for family/friends	5.4	5.1
Be consistent with beliefs/values	5.3	5.0
Good paying job	5.2	5.1
Job that makes you happy	5.1	4.8
Attractive lifestyle	5.1	5.7
Contact with family and friends	4.9	4.6
Environment free of harm or danger	3.9	3.7

Subjective Norms

According to the *Theory of Reasoned Action*, the perceived opinions of others – also known as subjective norms – play a large role in the decisions people make about their behavior. To assess the impact of these subjective norms, the May 2004 Influencer Poll included questions about how influencers feel others would think about them recommending the military to a youth. Specifically, influencers were asked if they felt people would be supportive if they recommended the military (mean rating of 4.3) and whether they felt people would think recommending the military to a youth would be wise (mean rating of 4.2). In line with the *Theory of Reasoned Action*, both of these variables were strongly correlated with an influencer's likelihood to recommend the military.

In addition, influencers were asked whether they felt specific others would be supportive of them recommending the military to a youth they influence (or their child, in the case of parents). Not surprisingly, influencers believed military veterans would be most supportive.

Mean Ratings for Social Support Items by Influencer Type

Influencer	Non-Parent	Parent
Veteran, family member	5.5	5.1
Veteran, non-family	5.5	5.1
Guidance counselor	5.2	4.7
Youth's teachers	5.0	4.7
Church member	4.9	4.7
Extended family	4.8	4.3
Members of immediate family	4.7	4.2
Close friends	4.6	4.3
Youth's parents	4.4	NA
Other parents	NA	4.2

Parents' Efficacy

Parents were asked how confident they were that their child would be able to complete a list of activities associated with military duty. These questions sought to compare youth's reports of their own ability to complete these activities to parents' ratings of their ability to complete them to see if they were correlated, as logic would suggest they should be. Understanding what parents felt their children could or could not do is also important information in understanding their recommendations.

Influencers were asked how confident they were that their child could perform each activity: "definitely no," "probably no," "maybe yes, maybe no," "probably yes," or "definitely yes." As expected, each of these variables was significantly correlated with likelihood to recommend, as parents who felt their child could successfully perform each activity (those responding "probably yes" and "definitely yes") were more likely to recommend the military than those who did not.

The only activity that at least half of parents did not feel their child could perform is "fight in a war." Understanding the nature of each of these beliefs could be helpful in understanding why parents may or may not recommend military service to their children.

Ratings for Efficacy of Child

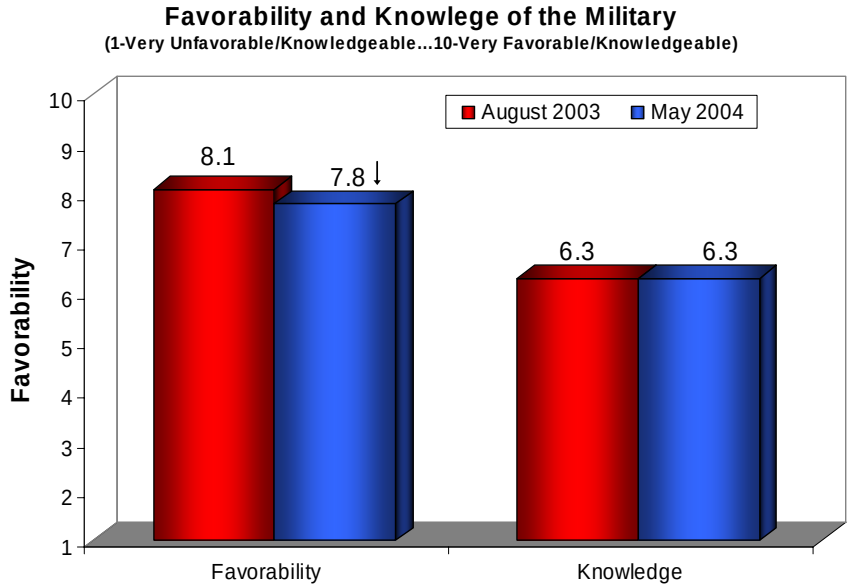
Efficacy Item	% Reporting Child Could Perform Activity
Work effectively as part of a team	90%
Succeed in structured environment	76%
Get into military branch of choice	65%
Complete boot camp	62%
Leave family and friends	58%
Fight in a war	40%

Favorability Toward and Knowledge of the Military

In order for influencers to recommend military service to youth, it is helpful if they have both a positive opinion of the military and some level of knowledge on which to base their recommendations. These may be considered prerequisites for influencers being effective proponents of military service. This logic is supported by the fact that favorability toward the military and knowledge about the military have historically been positively correlated with likelihood to recommend military service. For this reason, the Influencer Polls gauge influencers' favorability toward and knowledge of the military.

Military favorability was significantly correlated with propensity, as those who were more favorable were more likely to recommend military service. Fortunately, influencers were generally very favorable about the military, rating the military an average of 7.8 on a 10-point scale. However, this number slipped from one year before, when the average favorability rating of the military was 8.1 on a 10-point scale. Blacks were less favorable about the military (6.9) than were non-Blacks (7.9).

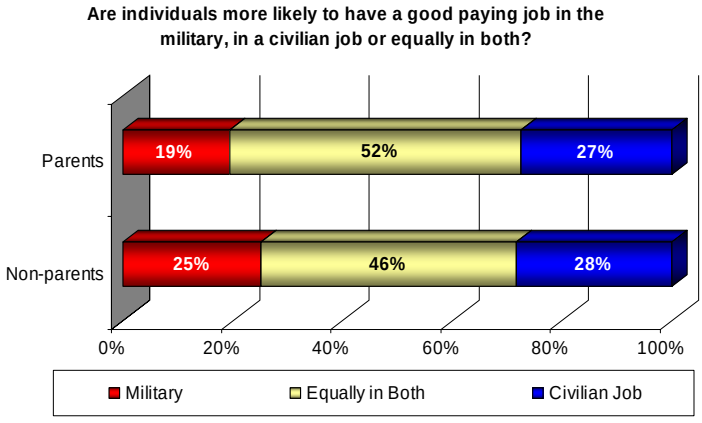
Knowledge was also significantly correlated with likelihood to recommend, as those who were more knowledgeable about the military were more likely to recommend. Males and less educated influencers reported having more knowledge about the military than did females and more educated influencers, respectively. Self-reported knowledge about the military remained at approximately the same moderate level as in the August 2003 Influencer Poll.



Attitudes Toward Current Events

Pay in Military vs. Civilian Jobs

As explained in Section 2, different post-high school options become more or less attractive depending on the perceived strength of the economy and labor market. When considering the military option, the relative strength of this option in comparison with non-military jobs is particularly relevant. The May 2004 Influencer Poll asked influencers whether they thought individuals were more likely to have a good paying job in the military or a civilian job. Analysis of poll data indicates that responses to these questions were significantly related to influencers' likelihood to recommend. Overall, influencers perceived military pay as similar to civilian. Non-parents were more likely than parents to think individuals are more likely to find a good paying job in the military.



Reactions to Current Events

The actions of the military and the state of the world are important factors in both youth's enlistment decisions and influencers' decisions about recommending military service. Individuals perceive the military option differently based on their perceptions of both the risks involved with military service as a result of war, combat and death, and based on their perceptions of the importance and value of the actions that the U.S. Military is taking. In previous Youth and Influencer Polls, individuals cited a number of factors related to military actions and current events as reasons for joining or not or recommending military service or not. A few examples include fear of death and dying, consistency with personal values and beliefs, sense of duty, and religious reasons.

The Gallup Organization has been monitoring attitudes about the situation in Iraq since it began, and has found that the percentage of people who think it was worth going to war in Iraq has been falling. The portion of the population that thought it was worth it reached a high of 76% in early to mid-April 2003, but has not risen above 52% since late March 2004. In addition, Gallup reports that the number of people who would say things are going well for the United States in Iraq has fallen from a high of 86% in May 2003 and has not risen above 46% since early March 2004[iv].

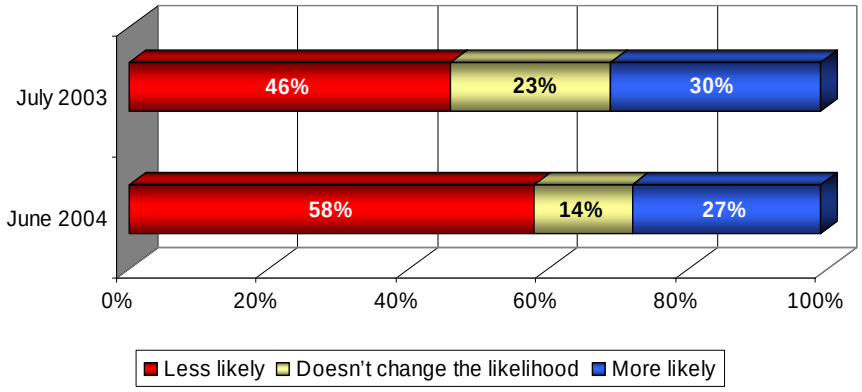
To further track these perceptions, the Influencer Polls asked influencers about their perceptions of current events and the actions taken by the U.S. government and its military forces. Specifically, the May 2004 Influencer Poll asked influencers about the U.S. Military actions in Iraq, the war on terrorism, and the Bush Administration's handling of foreign affairs and use of U.S. Military forces. Once again, analysis of the poll data demonstrated that all these variables were significantly related to influencers' likelihood to recommend military service.

Attitudes Toward Current Events

(continued)

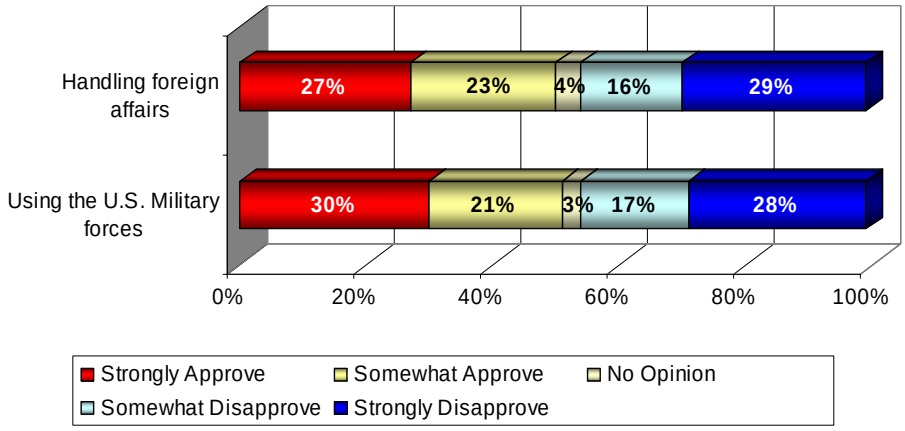
As in previous polls, those who were less likely to recommend military service indicated that recent events made them less likely to recommend the military. However, the number of influencers who said current events make them less likely to recommend the military increased since the August 2003 Influencer Poll. In addition, the number who felt that the United States was justified in its decision to go to war with Iraq fell from 69% to 58% between August 2003 and May 2004, and the number of influencers reporting that they oppose U.S. troops' presence in Iraq increased from 18% in August 2003 to 31% in May 2004.

Does this make you more or less likely to recommend the military to one of your children/ a youth you know?



There also seemed to be a relationship between influencers' approval of the Bush Administration's handling of foreign affairs and use of U.S. Military forces and their likelihood to recommend the military. Influencers were fairly evenly split on their responses to these questions.

Do you approve or disapprove of the way the Bush administration is...



Attitudes Toward Current Events

(continued)

Black influencers showed a consistent pattern of more dissatisfaction with current events and U.S. Military activity. For each question in the May 2004 Influencer Poll about current events and U.S. Military action, Blacks were significantly more negative about the actions and about the impact of these actions or events on their likelihood to recommend the military.

Current Event Responses, Overall and Black Only

Current Event Responses	Overall	Black
Support troops being in Iraq	63%	36%
Feel the war in Iraq is justified	58%	22%
Report war on terrorism makes them *less* likely to join	58%	75%
Approve of administration's handling of foreign affairs	50%	15%
Approve of administration's use of U.S. Military	51%	16%

The direction and magnitude of these differences suggest the situation in Iraq and the war on terrorism was more likely to make Black influencers decline to recommend military service than it was non-Black influencers.

Surprisingly, parents were significantly more positive than non-parents about the actions of the military and those actions' effects on their likelihood to recommend. These differences suggest that the situation in Iraq and war on terrorism have had a lesser effect on parents' military recommendations. This may not, however translate into parents making these recommendations to their own children.

Current Event Responses by Influencer Type

Current Event Item	Parents	Non-Parents
Support troops being in Iraq	63%	36%
Feel the war in Iraq is justified	58%	22%
Report war on terrorism makes them *less* likely to join	58%	75%
Approves of administration's handling of foreign affairs	50%	15%
Approves of administration's use of U.S. Military	51%	16%

Summary

This section of the report focused on the May 2004 Influencer Poll's findings regarding influencers' attitudes toward the military and their likelihood to recommend the military. These findings highlighted the importance of influencers' attitudes and perceptions of the military in their decisions to recommend enlistment and military service. Attitudes toward the military have shown a negative shift in the past year, as favorability toward the military has fallen and attitudes toward recommending the military have become less positive.

Furthermore, influencers' likelihood to recommend military service has declined significantly since the previous wave of the Influencer Poll in August 2003. The war on terrorism and the situation in Iraq appear to have significantly lowered influencers' likelihood to recommend the military, and recent changes suggest this impact is both negative and potentially large. Black influencers, in particular, reported negative views of these events. It will be important to monitor these attitudes and their impact on recommending behavior as shifts in such behavior, particularly among parents, will likely precede problems recruiting youth.

[i] Due to limited sample size, only White and Black racial/ethnic subgroups are large enough to examine. Only White/Non-White and Black/Non-Black comparisons are made in this report.
[ii] Yankelovich Monitor report on Yankelovich Omniplus July 2004 Results; October 2004.
[iii] National Quorum Summary Briefing; WirthlinWorldwide; October 2004.
[iv] http://www.gallup.com/poll/content/default.aspx?ci=1633 November 14, 2004.

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OVERVIEW REPORT

Section Four presents information on influencers' favorability toward and likelihood to recommend each of the branches and their components. This section also presents trends and demographics for each Service.

Section 4

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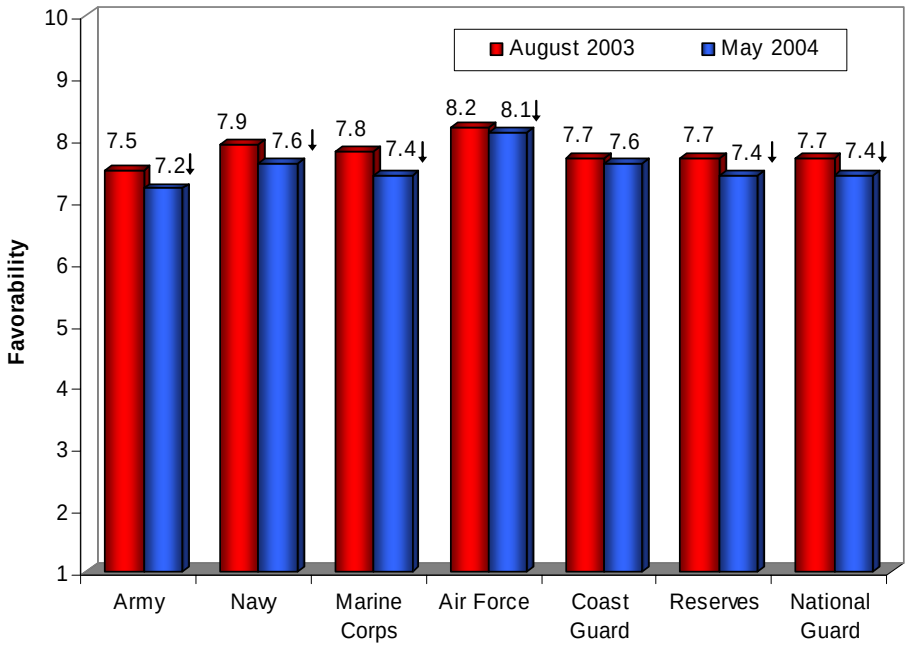
Introduction

The last section presented information on influencers' attitudes toward the military, knowledge about the military, and likelihood to recommend military service to youth. This section breaks down these findings further and presents information on influencers' favorability of and likelihood to recommend each of the military Active Duty Service branches as well as the National Guard and Reserves. As in the previous section, this section presents historical trends as well as detailed breakouts for key demographics such as gender, age, and influencer type.

The chart below shows the poll-to-poll changes in favorability ratings for each of the Active Duty Services, National Guard and Reserves. Across all Services and components, Blacks are less favorable toward the military than are non-Blacks, and influencers with a graduate school education are less favorable than those without one.

Favorability of the Military
(1-Very Unfavorable…10-Very Favorable)

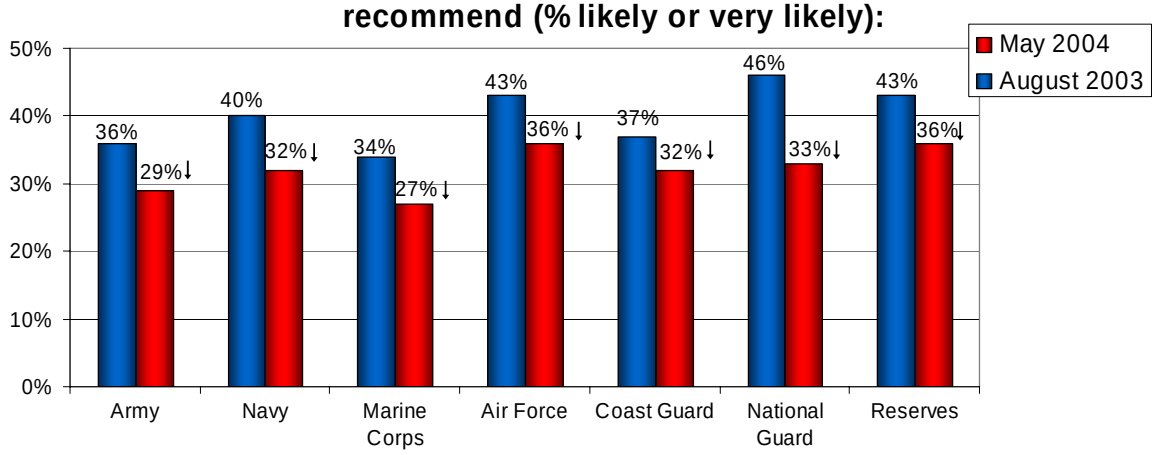


Likelihood to Recommend: U.S. Military

Likelihood to recommend military service is tracked across waves of the Influencer Polls. Influencers are asked about their likelihood to recommend the military overall, the Active Duty Services, and the National Guard and Reserves. Each respondent reports their likelihood to recommend as "very likely," "likely," "neither likely nor unlikely," "unlikely," or "very unlikely." Those who respond that they are "very likely" or "likely" are categorized as likely to recommend that Service.

The chart below shows the poll-to-poll changes for each of the Active Duty Services, National Guard and Reserves. In comparison to the last measure in the August 2003 Influencer Poll, influencers' likelihood to recommend was lower for every Active Duty branch as well as for the National Guard and Reserves. For all Active Duty branches, the National Guard and Reserves, males were most likely to recommend than females. Generally, those who reported a household income of $25,000 to $40,000 were more likely to recommend the military and each of the branches than were all other income categories.

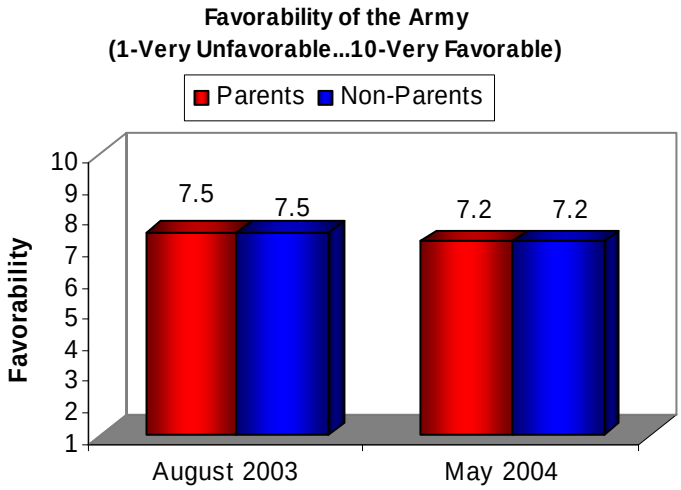
Suppose a youth you know came to you for advice about post-high school options. Likelihood you would recommend (% likely or very likely):



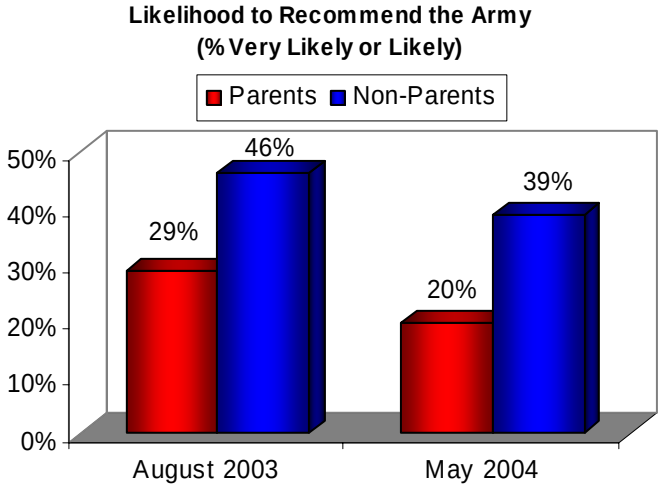
The remainder of this section presents more detailed information on the Army, Navy, Marine Corps, Air Force, Coast Guard, Reserves, and National Guard, including influencers' likelihood to recommend and favorability towards each. Likelihood to recommend for each Service or component is broken out by parental status, and meaningful differences between other demographic subgroups are discussed. Additional, more detailed tables can be found in Appendix A of this report.

Likelihood to Recommend: Army

The U.S. Army requires the greatest number of recruits of the Services, and therefore must maintain the interest of a broad group to meet its recruiting goals. As with the military in general, influencers in this poll had a moderately positive view of the Army, as they gave it a mean rating of 7.2 on a 10-point scale. This number is down significantly from August 2003 (7.5). Both parents and non-parent influencers are less favorable toward the Army than they were in August 2003. Females are more favorable toward the Army than are males.

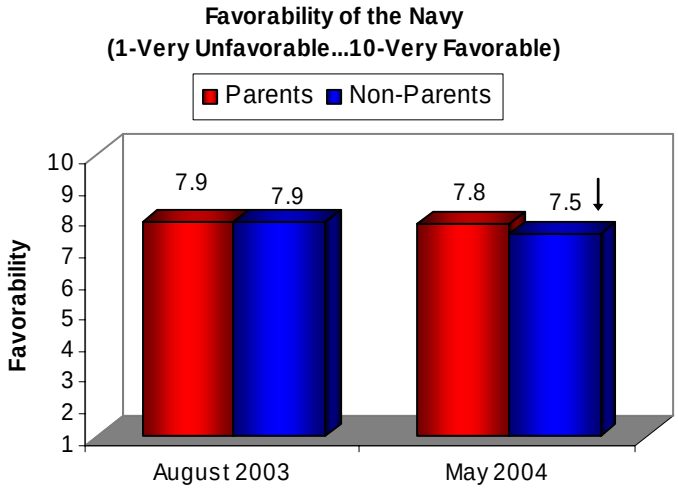


During the same period, both parents and non-parents became less likely to recommend the Army. Likelihood to recommend the Army was significantly lower for those ages 36 – 49 than for older or younger influencers.

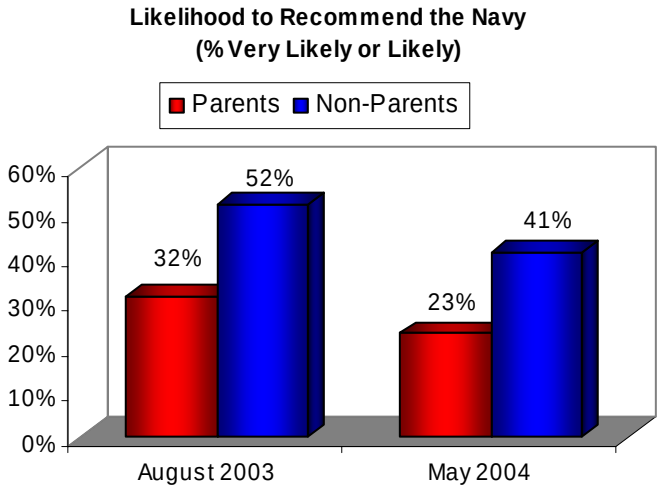


Likelihood to Recommend: Navy

Parents and non-parents had a moderately positive view of the Navy, as they gave it a mean rating of 7.8 and 7.5 respectively on a 10-point scale. Overall, favorability for the Navy was lower than it was in August 2003. Although favorability among non-parents fell, the decrease for parents was not statistically significant. Blacks rated the Navy less favorably than did non-Blacks. Parents were relatively more favorable toward the Navy than were non-parents.

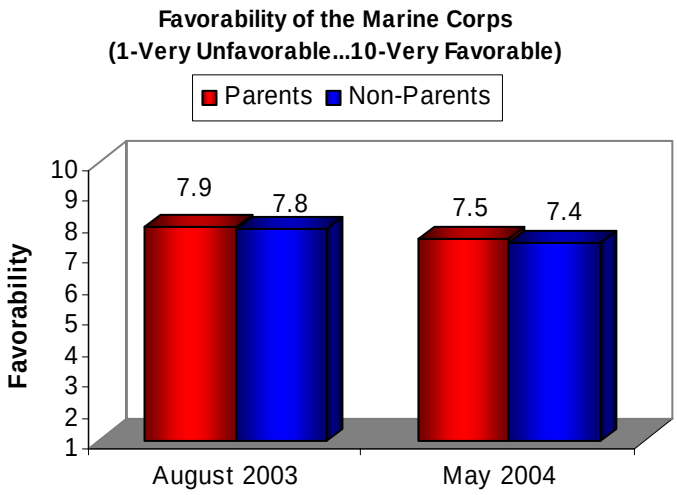


Likelihood to recommend the Navy had fallen since August 2003 for both parents and non-parents. Those ages 36 – 49 were less likely to recommend the Navy than were older or younger influencers.

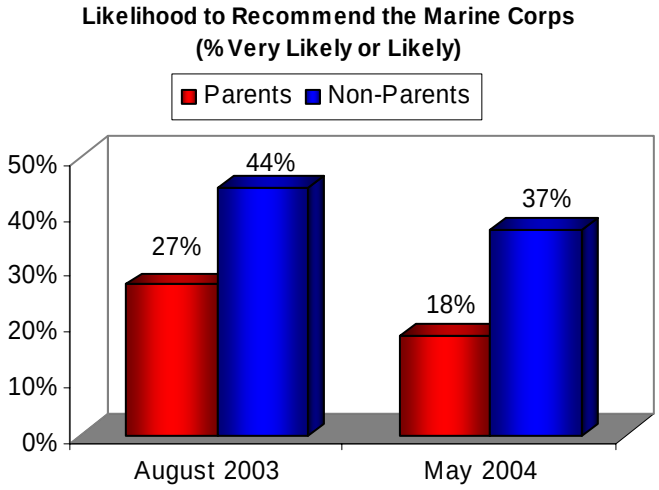


Likelihood to Recommend: Marine Corps

Influencers had a moderately positive view of the Marine Corps, as they gave it a mean rating of 7.4 on a 10-point scale. However, both parents and non-parents rated the Marine Corps significantly less favorably in this poll than they did in August 2003.



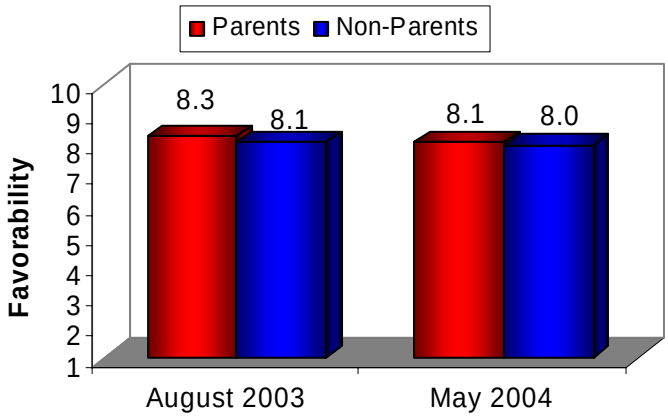
Influencers' likelihood of recommending the Marine Corps also fell significantly since the previous wave of the Influencer Poll in August 2003. Those ages 36 – 49 were less likely to recommend the Marine Corps than were older or younger influencers.



Likelihood to Recommend: Air Force

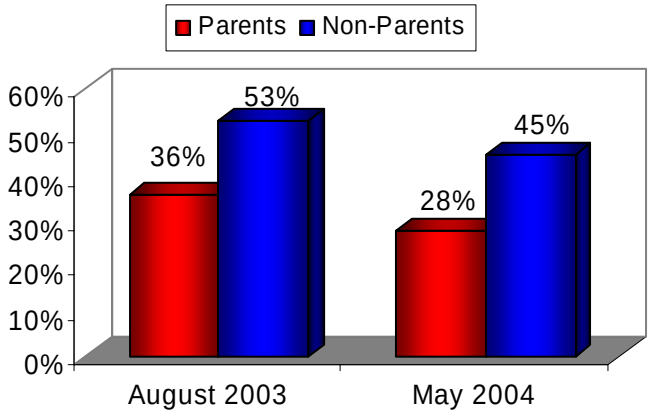
Of all the Active Duty Services, influencers had the most positive view of the Air Force, giving it a mean rating of 8.1 on a 10-point scale. Overall, however, Air Force favorability dropped since August 2003. More specifically, parents' favorability for the Air Force decreased, whereas non-parents' favorability did not. Also, those who have a household income of $25,000 and less are more favorable toward the Air Force.

Favorability of the Air Force
(1-Very Unfavorable…10-Very Favorable)



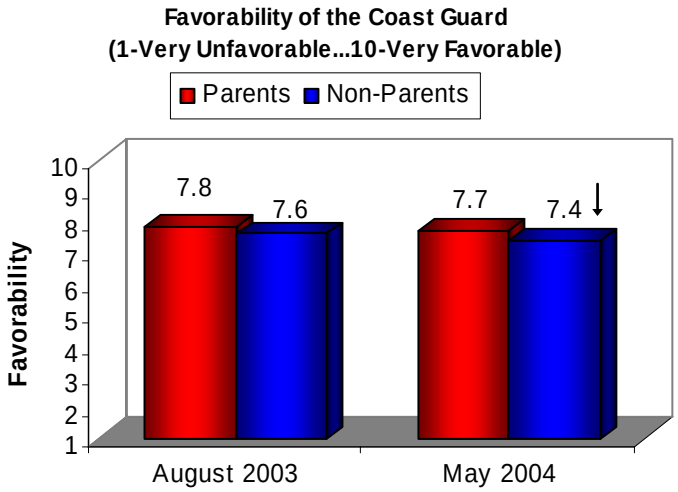
Influencers' likelihood to recommend the Air Force dropped significantly for both parents and non-parents from the last measure in August 2003. Those whose highest level of education was "some college" were more likely to recommend the Air Force than were those with either a "high school diploma or less" or a "graduate school" education. Those ages 36 – 49 were less likely to recommend the Air Force than were either older or younger influencers.

Likelihood to Recommend the Air Force
(% Very Likely or Likely)

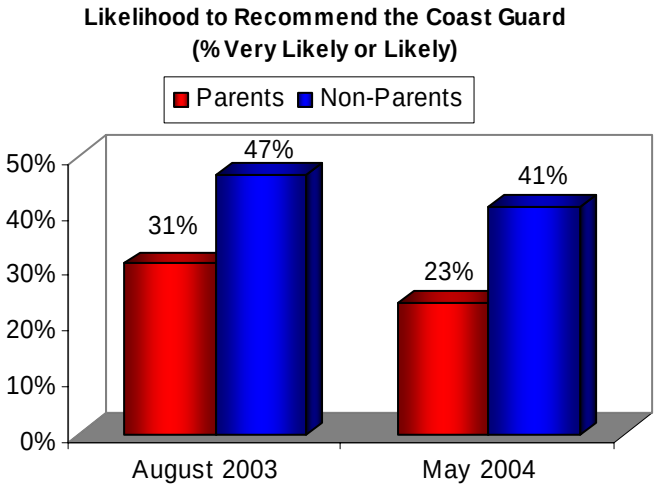


Likelihood to Recommend: Coast Guard

Influencers had a moderately positive view of the Coast Guard, as they gave it a mean rating of 7.6 on a 10-point scale. This number has remained stable since August 2003, for both parents and non-parents, with parents remaining more favorable of the Coast Guard than are non-parents.

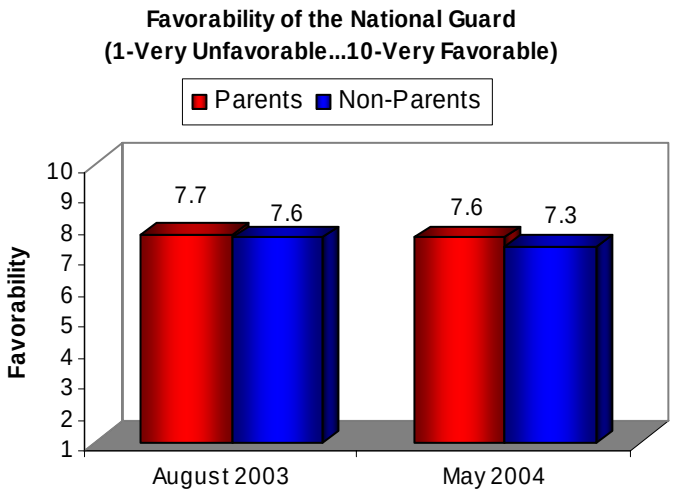


Likelihood to recommend the Coast Guard fell since the last measure in August 2003. This difference was significant for parents, but did not reach statistical significance for non-parents.

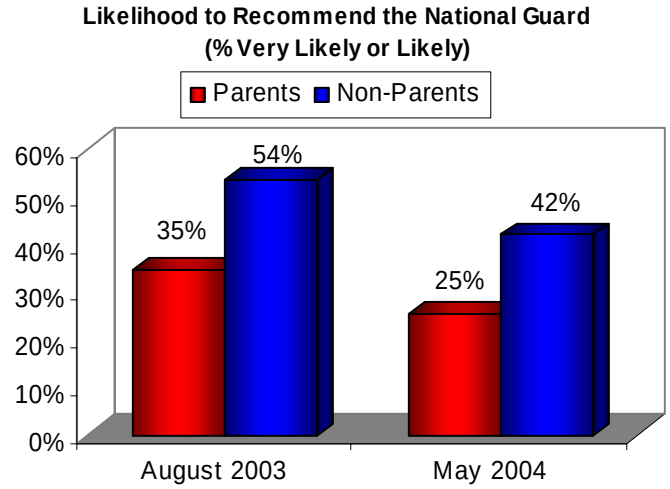


Likelihood to Recommend: National Guard

Influencers had a moderately positive view of the National Guard, as they gave it a mean rating of 7.4 on a 10-point scale. This rating was down significantly from that measured in August 2003, although this change was not statistically significant for parents. Females were more favorable toward the National Guard than were males.

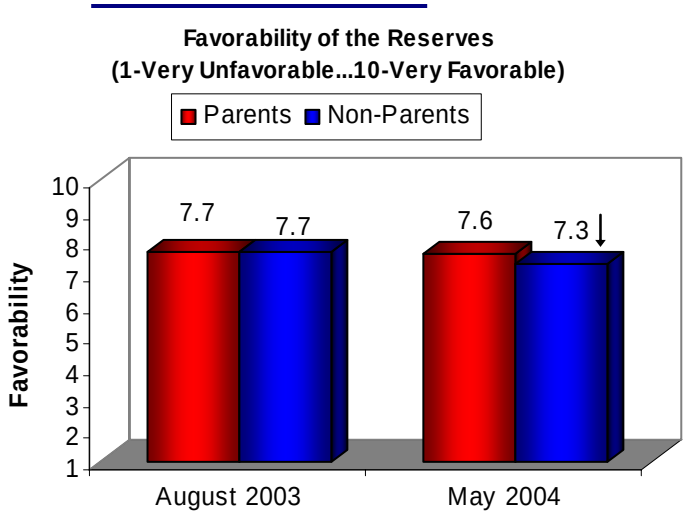


Influencers' likelihood to recommend the National Guard also dropped significantly since August 2003. This difference was significant for both parents and non-parents. Those ages 36 – 49 were less likely to recommend the National Guard than were older or younger influencers.

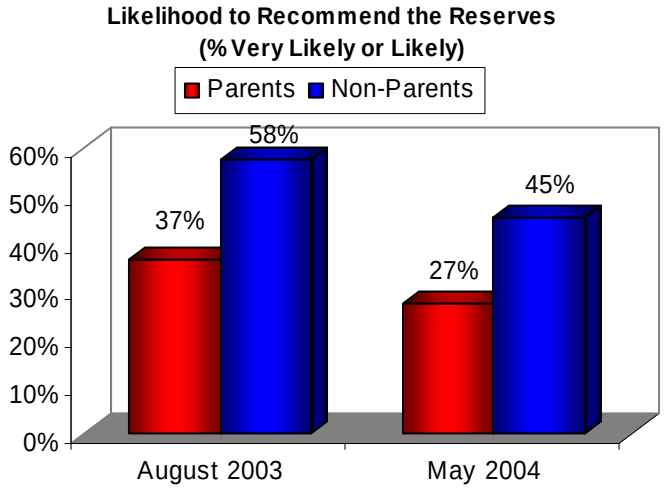


Likelihood to Recommend: Reserves

Overall, influencers had a moderately positive view of the Reserves, as they gave it a mean rating of 7.4 on a 10-point scale. This number was down significantly from that measured in August 2003. Non-parents reported a decreased level of favorability for the Reserves, but parents' favorability was not significantly different from that observed in August 2003. As a result, non-parents are now less favorable of the Reserves than are parents. In addition, females were more favorable of the Reserves than were males.



Likelihood to recommend the Reserves dropped significantly since August 2003 for both parents and non-parents. As with many of the other Services, those ages 36 – 49 were less likely to recommend the Reserves than were older or younger influencers.



Summary

Results for the May 2004 Influencer Poll indicated that influencers' likelihood to recommend service fell for each of the Active Duty Services as well as for the National Guard and Reserves. Section 4 also presented information about each of the Services' metrics broken out by key demographic characteristics.

Overall, these findings indicated a few general trends:

- Favorability toward the U.S. Military, the individual Services, the Reserves and the National Guard declined from the August 2003 Influencer Poll to the May 2004 Influencer Poll.

- Males were more likely to recommend each of the Services than were females.

- Influencers with a graduate school education were less favorable of the military and Services than were those without.

- Blacks were less favorable of the military than were non-Blacks.

- Those ages 36 – 49 were less likely to recommend the Army, Air Force, Marine Corps, Navy, National Guard, and Reserves than were older or younger influencers.

- Generally, those who reported a household income of $25,000 to $40,000 were more likely to recommend the military and each of the branches than were all other income categories.

OVERVIEW REPORT

Section Five uses existing theories of behavior to build a framework for predicting influencers' likelihood to recommend the military.

Section 5

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Introduction: Drivers of Recommending Intention

Influencer likelihood to recommend military service is driven by a variety of factors. In the previous chapters, we examined the relationship between likelihood to recommend and general attitudes toward the military, economic conditions, and current events. In this chapter we use existing theories of behavior to build a framework for predicting intent to recommend military service to a youth. Researchers have developed and continue to develop behavioral theories that can not only predict whether or not people will engage in certain behaviors, but also shed light on what drives behavior and how those drivers can be manipulated or influenced.

To predict an influencer's likelihood to recommend the military to youth, we must first identify what types of things differentiate influencers who are likely to recommend from those who are not. A growing body of evidence suggests that variations in behavioral intentions (or likelihood to recommend in this case) can be explained, in large part, by knowing something about a person's attitudes, subjective norms, and self-efficacy.

This type of information is obtained by focusing on three general questions:

1. How does the person evaluate outcomes associated with performing the behavior?
2. How confident is the person that he or she could successfully perform the behavior?
3. Does the person feel social pressure to perform or not perform the behavior?

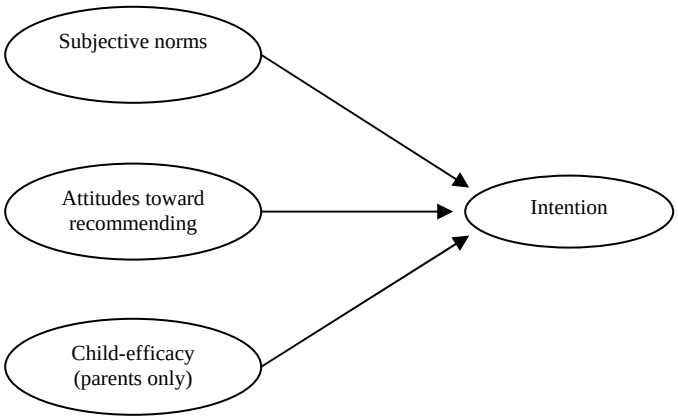
In the case of likelihood to recommend, The *Theory of Reasoned Action* suggests that influencers who hold favorable attitudes toward outcomes associated with recommending the military, and believe that others would be supportive of their decision to recommend the military, will be more likely to recommend service than will other influencers. In the case of likelihood to recommend, confidence in one's ability to perform the behavior is likely not a major influence. Therefore, for the purpose of this investigation, a related question was asked in its place – one hypothesized to be more relevant. That question gauged a parent's confidence in their child's ability to perform military duties.

In the past, this theoretical approach has been successfully applied to practical problems, such as predicting re-enlistment among Army Guardsmen[i] and influencing undecided majors to consider a career in nursing[ii]. More recently, the National Academy of Science's Committee on the Youth Population and Military Recruitment endorsed this type of approach to guide market research in the military recruiting domain[iii].

Evaluation of the Theoretical Model

The first step in evaluating predictors of behavioral intentions is to test an overall model including global predictors of attitudes, self-efficacy, and subjective norms. Testing the overall model gives us information about the relative impact of these predictors. If the data fit the model, this provides evidence to justify examining more specific attitudes, efficacy perceptions and normative beliefs, and their relationships with likelihood to recommend.

Recall the general form of the model introduced in Section 1:



The table on the next page presents the relationships between each of the predictors in the above model and likelihood to recommend for the subgroups of interest. The values associated with each predictor range on a scale from -1 to +1, with larger values indicating stronger relationships. For example, for parents, there was a strong relationship between attitudes and propensity (coefficient=.81), a weaker relationship between military child-efficacy and attitudes (coefficient=.26), and no relationship between norms and likelihood to recommend (coefficient =*ns*).

Likelihood to recommend (R^2) values reveal the percent of variance in likelihood to recommend accounted for by all three predictors. This provides an estimate of how well the predictors included in the model explain influencers' likelihood to recommend. For example, 66% of the variance in likelihood to recommend among parents can be explained by parents' attitudes, child-efficacy, and normative beliefs. We would have to look to other predictors, such as economic indicators, to help explain the remaining 34% of the variance in parents' likelihood to recommend.

Evaluation of the Theoretical Model

(continued)

Test of Overall Model[iv]

Data Source	Attitudes	Child-Efficacy	Norms	Likelihood to Recommend (R^2)
May 2004 Influencer Poll				
Parents	.74*	.07*	*ns*	.66
Non-parents	.68*	--	*ns*	.56
August 2003 Influencer Poll				
All groups	.64*	--	.12*	.43

Overall, the results indicate that the model provided an adequate fit for the observed data (see Appendix D). It is important to note that attitudes were much better predictors of likelihood to recommend than were subjective norms. In the August 2003 Influencer Poll, a similar pattern was uncovered, where attitudes were a stronger predictor of likelihood to recommend than were subjective norms. (Note: In the August 2003 Influencer Poll child-efficacy was not measured.)

Having found evidence that the data fit the model, the next step is evaluating each of the predictors in turn.

Attitudes

How does the person evaluate outcomes associated with performing the behavior?

The Influencer Poll assessed attitudes by measuring influencers' responses to questions about such different job attributes as job security, opportunity to travel, and development of teamwork skills. Prior to this survey, a pilot study was conducted to identify job attributes that influencers consider when making recommendations to youth about post-high school options[v]. For each of the 21 job attributes identified, influencers were asked:

(1) How important is it to you that the choice of your students/the youth/your child makes helps them to…? [Importance ratings]

(2) How likely is it that joining the U.S. Military will help the youth you know/your student/your child to …? [Association ratings]

These ratings provided information on the extent to which influencers valued each job attribute (Question 1) and the extent to which influencers expected each job attribute to materialize if youth joined the military (Question 2). Based on the overall results described above, likelihood to recommend was highest among influencers who valued outcomes that they associated with joining the military.

This type of attitudinal information can assist military recruiters by helping to (a) guide recruiting efforts aimed at locating and targeting influencers who value the same things as influencers who are likely to recommend, or (b) guide message-creation designed to develop the critical associations between job attributes and the military that have the strongest effect on recommendations.

Attitudes

(continued)

Attitude Factors

In order to work with more stable, reliable influencer attitudes, we grouped the 21 job attributes into four attitude factors. We used rational and empirical factor-analysis methods to create the factors and also checked for to ensure they were consistent with past research. The four attitude factors are presented in the table below along with a measure of inter-item reliability: coefficient alpha. This measure provides empirical support for grouping the items into these four factors.

Attitude Factor Structure[vi]

Factor	Attitude	Job Attributes	Coefficient Alpha (Parents)
1	Well-being	Have a good paying job, in contact with family/friends, job that makes them happy, environment free from harm/danger, lifestyle attractive to them, consistent with values/beliefs	.93
2	Skill development	Self-discipline, lean valuable trade/skill, prepare for future career, training in cutting edge technology, teamwork skills	.94
3	Tangible benefits	Earn money for college, job security, benefits package	.88
4	Patriotic adventure	Physical challenge, travel, adventure, do something for country, do something proud of	.92

We looked at the relationship between:

(a) Importance ratings and likelihood to recommend
(b) Association ratings and likelihood to recommend
(c) Importance by association products and likelihood to recommend.

The following discussion focuses primarily on the association ratings. A complete description of the results is presented in Appendix D.

Attitudes: Well-Being

Well-being reflects both the physical and emotional wellness of a person. Well-being attitudes are influenced by situational aspects of military life, such as being far away from family and friends and working in a dangerous environment. Additionally, an individual component captures how well influencers think youth would fit with the military lifestyle in terms of, for example, a job that makes them happy and engaging in activities that are consistent with their values and beliefs.

The Influencer Poll revealed that association ratings for well-being and the military had the strongest relationship to likelihood to recommend (r= .46, p<.01) of all the attitude factors. This relationship held across parents (r= .46, p<.01), and non-parents (r= .48, p<.01). This suggests that influencers who associate well-being with the military are more likely to recommend it than those who believe military service would prohibit well-being.

Unfortunately, poll results also indicated influencers were not making strong associations between the military and aspects of well-being. On a 1 – 7 point scale, the mean association ratings, ranged from 3.7 to 5.7 among parents and non-parents. Across all groups, the weakest associations were made between the military and being in an environment free from danger/harm. U.S. Military engagements around the world likely reinforced these weak associations.

Mean Association Ratings for Well-Being Factors by Influencer Type

Well-Being Item	Non-Parents	Parents
Good paying job	5.2	5.1
Contact with family and friends	4.9	4.6
Job that makes you happy	5.1	4.8
Environment free of harm or danger	3.9	3.7
Attractive lifestyle	4.1	5.7
Be consistent with beliefs/values	5.3	5.0

These findings highlight the critical role of well-being in influencers' decision to recommend the military. The military must show it is possible for a youth to have a happy, safe, attractive life in the military. Getting influencers to create such positive associations between the military and well-being may require multiple and creative approaches.

In all, changing the way influencers think about well-being and the military is a challenging goal. These types of perceptions tend to be more intangible, tied to strongly held beliefs or values, and are sometimes fueled by fear. We recommend military recruiters make it a priority to develop a better understanding of well-being (e.g., "what does it mean to have a lifestyle that fits with the military?"), so that more effective influence strategies can be developed.

Attitudes: Skill Development

The military provides experiences to youth that can help them become successful in the future, whether or not they choose to make the military a career. Skill-development attitudes capture the extent to which influencers believe that the military provides opportunities to learn valuable skills, prepare for a future career, develop self-discipline, and gain practical experience with new technology and teamwork.

Influencer Poll analyses showed that skill development was also a strong predictor of likelihood to recommend (r= .41, p<.01). This means that influencers who associate skill development with the military are more likely to recommend the military to a youth than those who do not. The relationship was similar for parents (r= .43, p<.01) and non-parents (r= .40, p<.01).

The table below shows that influencers associated skill development with the military relatively strongly. On a 1 – 7 point scale, the mean importance ratings ranged from 5.4 to 6.3 for parents and non-parents. However, notice that association ratings were lower among parents than non-parents on all skill-development items. This is an interesting divergence that may explain a portion of the difference between parents' and non-parents' likelihood to recommend the military.

Mean Association Ratings for Skill-Development Factors by Influencer Type

Skill Development Item	Non-Parents	Parents
Develop self-discipline	6.3	6.0
Learn a valuable trade or skill	5.9	5.5
Experiences preparing for career	5.8	5.4
Train in cutting edge technology	5.9	5.6
Develop teamwork skills	6.3	6.0

Importance ratings (i.e., "How important is it to you that your future plans allow you to…?") on skill development was also a significant predictor, independent of association scores. In other words, influencers who placed more relative importance on skill development for their children, their students or youth they know are more likely to recommend the military. This relationship between importance ratings and likelihood to recommend was weaker (r= .20, p<.01) than was the relationship between association scores and likelihood to recommend.

Attitudes: Tangible Benefits

Tangible benefits include things like enlistment incentives (e.g., money for college), job security, and employee benefits (e.g., health care, retirement). It is important to note that influencers will likely compare these types of benefits to those offered by other options available to youth, such as a full time or part time work or continuing education.

Although still meaningfully related, tangible benefits were the weakest attitudinal predictor of influencer likelihood to recommend (r= .36, p<.01). The relationship between tangible benefits and likelihood to recommend was slightly stronger for parents (r= .39, p<.01) than non-parents (r= .35, p<.01). Mean association ratings, shown in the table below, indicated that influencers tended to associate earning money for college, job security and benefits with the military. On a 1 – 7 point scale, the mean association ratings ranged from 5.5 to 6.1 for parents and non-parents. Once again, mean ratings were noticeably lower for parents compared with non-parents. Military efforts to strengthen these types of associations are needed.

Mean Association Ratings for Tangible Benefits Factors by Influencer Type

Tangible Benefits Item	Non-Parents	Parents
Earn money for college	6.1	5.7
Job security	5.8	5.5
Health care and retirement	6.0	5.9

Importance ratings (i.e., "How important is it to you that your future plans allow you to…?") on tangible benefits were a fairly weak predictor of likelihood to recommend (r= .17, p<.01), with essentially no difference between parents and non-parents.

Attitudes: Patriotic Adventure

Patriotic adventure relates to the "romantic" aspects of military service, such as experiencing adventure, traveling all over the world, and making a difference in the lives of others. It captures civic duties that evoke a sense of pride and honor. It also includes a physical challenge component closely related to experiencing adventure.

Across influencers, patriotic adventure was a moderate predictor of propensity (r=.37, p<.01). Influencers who associated patriotic adventure with the military were more likely to recommend the military than those who did not. This relationship was stronger for non-parents (r=.41, p<.01) compared with parents (r=.35, p<.01).

Job attributes associated with patriotic adventure have been traditionally viewed as a trademark of a military career. The association ratings presented in the table below show that influencers generally associate patriotic adventure with the military. On a 1 – 7 point scale, the mean association ratings ranged from 5.5 to 6.2. Once again, non-parents associated these outcomes with the military more than parents did. Continuing to reinforce these associations will have a positive effect on propensity, especially among non-parents.

Mean Association Ratings for Patriotic Adventure Factors by Type of Influencer

Patriotic Adventure Item	Non-Parents	Parents
Be challenged physically	6.2	5.9
Opportunity to travel	6.0	5.8
Experience adventure	5.8	5.5
Do something for your country	6.0	5.7
Something you can be proud of	6.2	6.1

Importance ratings (i.e., "How important is it to you that your future plans allow you to…?") on patriotic adventure were a better predictor of likelihood to recommend (r= .28, p<.01) than were importance ratings on the other attitude factors. This indicates that influencers who value job attributes associated with patriotic adventure are more likely to recommend the military. This type of information can be used to help recruiters identify and target particular groups of influencers more likely to value these types of outcomes.

Summary of Attitude Factor Findings

Association ratings on well-being were the strongest attitudinal predictor of propensity. However, influencers did not strongly associate well-being with the military. The results suggest that large gains in likelihood to recommend may be achieved by strengthening the associations influencers make between well-being and the military. Skill development, tangible benefits, and patriotic adventure are also related to likelihood to recommend.

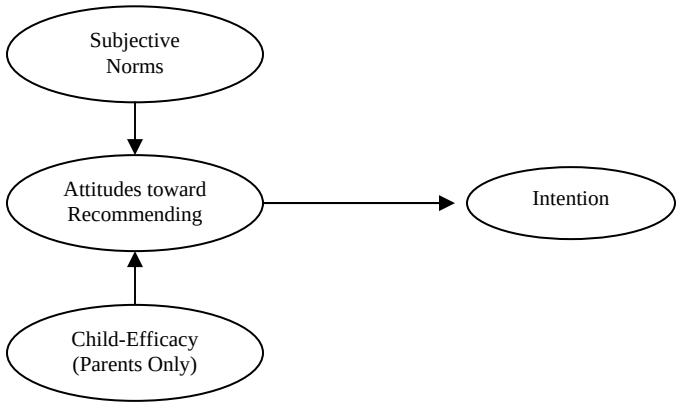
However, for parents, associations between the military and patriotic adventure and skill development are weaker than they are for non-parents. Associating the military with all four of the attitude factors identified was important to influencers, as each was significantly related to likelihood to recommend. The information gathered on these associations indicates that well-being is not only the most strongly connected to likelihood to recommend, but also that it is most in need of strengthening.

Importance ratings on tangible benefits, skill development, and patriotic adventure are also worth mentioning. Likelihood to recommend tended to be higher among influencers who valued job attributes related to these aspects. Recruiting could be enhanced by targeting certain groups, such as those who influence youth in such arenas as athletics, travel abroad programs, or civic groups. These influencers should receive messages developed to create a strong association between these outcomes and the military.

Alternative Model: Likelihood to Recommend

Earlier, when we tested the overall model, we found that subjective norms and child-efficacy were not important predictors of likelihood to recommend. However, closer examination of influencer ratings on subjective norms revealed that the bivariate relationship between subjective norms and likelihood to recommend was significant for both non-parents (r= .47, p<.01) and parents (r= .49, p<.01). Further, subjective norms were correlated more highly with attitudes than they were with likelihood to recommend or self-efficacy. Relationships between subjective norms and attitudes were .6 for both parents and non-parent influencers.

Similarly, for parents, child-efficacy was more strongly related to attitudes than to intention. Using this information as a guide, we tested an alternative model in which subjective norms and child-efficacy, rather than having a direct effect on an influencer's likelihood to recommend, have a mediated effect on likelihood to recommend through attitudes. This revised model – shown in the figure below – provided a better overall fit with the data than did the original model.



Overall, the results indicate that the revised model provided a better fit for the data than did the original conceptualization (see Appendix D). This suggests that subjective norms and child efficacy are predictors of attitudes toward the military, and attitudes, in turn, independently predict likelihood to recommend. In other words, in the case of recommending the military, attitudes are of primary importance. However, norms and child-efficacy are also important, as they both directly and meaningfully shape attitudes. The table below presents the relationships between each of the predictors in the revised model. From the perspective of the alternative model, child-efficacy and subjective norms are discussed next.

Test of Overall Revised Model[vii]

Data Source	Attitudes → Likelihood to Recommend	Child-Efficacy → Attitudes	Norms → Attitudes	Likelihood to Recommend (R^2)
May 2004 Influencer Poll				
Parents	.81*	.26*	.50*	.65
Non-parents	.75*	--	.70*	.57

Child-Efficacy

How confident is the parent that his or her child could succeed in the military?

Control-related beliefs, such as perceptions of efficacy, have been studied extensively. Research has shown that expectations of personal success and mastery are strong predictors of whether or not someone will engage in a particular behavior[viii]. In general, we tend to gravitate toward those tasks we are good at, and to avoid tasks we think we would perform poorly.

In the Youth Poll, conducted simultaneously with the Influencer Poll, youth were asked to respond to six items measuring military-specific self-efficacy. For purposes of comparison (to be covered in a separate document), these items were also asked of parents in the May 2004 Influencer Poll. This child-efficacy measure was expected to fill a similar role for parents regarding making recommendations to their children. As with the attitude factors, these items were grouped in a single measure (coefficient alpha = .80). Independent of other predictors, the results indicated that child-efficacy was a predictor of parents' likelihood to recommend (r=.39, p<.01).

Mean ratings on the child-efficacy items varied across groups. On a 1 – 5 point scale, the mean ratings ranged from 2.5 to 4.5. Generally, mothers reported lower child-efficacy, which may be one reason likelihood to recommend is lower among mothers than fathers. In addition, parents of daughters reported lower child-efficacy on some items than did parents of sons (see tables below).

Mean Ratings for Child Efficacy Factor by Gender of Parent

Self Efficacy Item	Male (path coefficient .41)	Female (path coefficient .37)
Complete boot camp	3.9	3.4
Leave family and friends	3.7	3.5
Fight in a war	3.2	2.7
Succeed in structured environment	4.1	3.9
Work effectively as part of a team	4.5	4.4
Get into Military branch of choice	3.8	3.5

Child-Efficacy

(continued)

Mean Ratings for Child-Efficacy Factor by Gender of Child

Self Efficacy Item	Male (path coefficient .39)	Female (path coefficient .40)
Complete boot camp	3.8	3.3
Leave family and friends	3.7	3.3
Fight in a war	3.2	2.5
Succeed in structured environment	4.0	4.0
Work effectively as part of a team	4.4	4.5
Get into military branch of choice	3.7	3.5

However, as already discussed, the impact of child-efficacy was better explained through its effect on attitudes rather than through its effect on likelihood to recommend. The observed relationship between efficacy and attitudes, after controlling for other predictors in the model, was meaningful (r= .26, p<.01). It is important to note that, after accounting for the mediated effect, the direct effect of child-efficacy on likelihood to recommend no longer improved the model's ability to predict likelihood to recommend.

Different types of interventions have been used to boost self-efficacy or create a sense of control in a given situation. Established ways to influence self-efficacy include[ix]: Verbal persuasion or reinforcement, emotional arousal such as excitement, vicarious experiences in which appropriate behaviors are modeled, and prior accomplishments of a similar nature. For more parents to recommend the military, they have to be convinced that their children have what it takes to be successful in the military. These issues seem to concern mothers more so than fathers.

Subjective Norms

Does the person feel social pressure to perform or not perform the behavior?

Social pressures were measured by asking influencers about others who influence decisions they make, including immediate family, extended family, close friends, veterans, educators, church members, and the child's or other children's parents.

The revised model posits that social pressures to join or not join the military affect influencers' attitudes toward the military, which in turn affect their likelihood to recommend it. Influencers typically do not have a great deal of exposure to the military, so it makes sense that their attitudes toward the military could be shaped by other influential people in their lives.

To better understand the social pressures influencers face, we looked at their ratings on subjective norms. Influencers were asked to report on a 1 – 7 point scale how supportive different people would be if they were to recommend the military to their child/student/a youth. Mean ratings for each group are presented in the table below.

Mean Ratings for Social-Support Items by Influencer Type[x]

Social Support Item	Non-Parents (path coefficient .60)	Parents (path coefficient .55)
Youth's parents	4.4	N/A
Other parents	N/A	4.2
Extended family	4.8	4.3
Close friends	4.6	4.3
Veteran; family member	5.5	5.1
Veteran, non-family	5.4	5.1
Teachers	4.9	4.7
Immediate family	4.7	4.2
Church Member	4.9	4.7
Guidance Counselor	5.2	4.7

Mean ratings on social support for parents were considerably lower than ratings for non-parents. Parents did not believe as strongly that people would be supportive of their decision to recommend the military. This has important implications for recommending behavior because parents' attitudes toward the military are significantly shaped by other influencers.

In sum, these findings suggest that subjective norms may influence likelihood to recommend in a way that is different from what we would expect, given past research. Instead of influencing likelihood to recommend directly, these norms impact these intentions through their effect on attitudes. Therefore, these results should be interpreted with caution until further work is conducted to validate the revised model. The findings presented suggest the military would benefit from continued work with key influencers of influencers – particularly those who affect parents.

Summary

In conclusion, the findings support the idea that influencer attitudes, child-efficacy, and subjective norms are meaningful predictors of likelihood to recommend military service. Yet, how each of these predictors operates varies to some extent across different types of influencers. Overall, we found that attitudes are the primary driver of likelihood to recommend for influencers. Influencing attitudes related to well-being and skill development in the military will have the strongest, positive effect on likelihood to recommend across all influencers. However, these attitudes are shaped in part by subjective norms and child-efficacy.

[i] Hom, P.W. & Hulin, C.L. (1981). A Competitive test of the prediction of reenlistment by several models. *Journal of Applied Psychology*, 66(1), 23-29.
[ii] Strader, M.K. & Katz, B.M. (1990). Effects of Persuasive communication on beliefs, attitudes, and career choice. *Journal of Social Psychology*, 130(2), 141-150.
[iii] National Research Council (2003). *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment*. Committee on the Youth Population and Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press.
[iv] Note: Values represent path coefficients computed using structural equations modeling. *Significant at the .01 level. †Significant at the .05 level. *ns* non-significant. Note: See Appendix 5.1 for a test of the complete theoretical model with fit indices for each group.
[v] A detailed review of the pilot study conducted to identify the job attributes can be found in Appendix B of the Influencer Poll 1 final report.
[vi] Coefficient alpha is a measure of reliability. Alpha values above .70 are generally considered acceptable in applied research. Parents' association ratings were used to calculate alpha values. Alphas for this factor structure for non-parents as well as for importance ratings and the product of importance and association, while not listed, were also acceptable (above .70).
[vii] Note: Values represent path coefficients computed using structural equations modeling. *Significant at the .01 level. †Significant at the .05 level. *ns* non-significant. Note: See Appendix 5.1 for a test of the complete theoretical model with fit indices for each group.
[viii] Lenz, E.R. & Shortridge-Baggett, L.M. (2002). *Self-efficacy in nursing: Research and measurement perspectives*. New York: Springer Publishing Company.
[ix] Bandura, A. (1997). Self-efficacy: The exercise of control. New York: W.H. Freeman.
[x] Path coefficients values represent the relationship between norms and attitudes.

OVERVIEW REPORT

Section Six presents an overview of the findings from the May 2004 Influencer Poll. Information in this section includes a summary of chapters 1-5 as well as some final recommendations.

Section 6

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Summary and Conclusions

The May 2004 Influencer Poll marked the second wave of the DoD Influencer Polling effort. The primary focus of the poll was to measure intent to recommend the military among those who have relationships with youth ages 12 – 21. The poll also sought to identify the factors that influence their decision to make such recommendations. This effort was undertaken in hopes that it will assist the military in enhancing the quantity and quality of the supply of propensed American youth and assist it in converting them into enlistees thereby helping the Services meet their recruiting goals.

Each Influencer Poll also measures influencers' favorability toward the military, perceived knowledge of the military, perceptions of current economic conditions, and reactions to current events. In addition, this Influencer Poll used Ajzen and Fishbein's *Theory of Reasoned Action* – a leading explanatory model of behavior in the social sciences – to help explain the behavior of recommending the military. This model states that a behavior is most proximally driven by intent to perform that behavior. Intent to perform a given behavior, in turn, is viewed as a function of three primary factors: one's attitude toward performing the behavior, one's subjective norms concerning the behavior, and one's belief in one's ability to successfully perform the behavior. Therefore, this report also focused on influencers' attitudes toward recommending the military, influencers' subjective norms in relation to making these recommendations, and parents' child-efficacy beliefs about their children joining the military.

The Influencer Population and Recommending the Military

Probably the most dramatic social change affecting military enlistment is the decrease in the proportion of veterans in the general adult population. This decrease is likely to make the influencer population, in general, both less informed about and less likely to recommend military service.

According to poll results, influencers were most focused on education, and saw work and the military almost as fallback options. Overall, only 47% of non-parents and 31% of parents said it was likely that they would recommend the military to a youth they know/their students/their children. Influencers' likelihood to recommend the military fell about 10% for both groups since the August 2003 Influencer Poll. Similarly, influencers' likelihood to recommend each of the individual branches fell from the August 2003 Influencer Poll.

Results suggest that likelihood to recommend varied by demographic segments:

- Gender: Males were more likely to recommend than were females.
- Age: Those ages 36 – 49 were less likely to recommend than were older or younger influencers.
- Income: Those with a household income of $25,000 to $40,000 were more likely to recommend than were all other income categories.

Summary and Conclusions

(continued)

Influencers' Attitudes Toward the Military

Influencers reported a positive view of the military, but admitted that they were not particularly knowledgeable about it. The mean favorability rating was 7.8, while the mean knowledge rating was 6.3 on scales from 1 (low) to 10 (high). Influencers' favorability was lower than was recorded in the August 2003 Influencer Poll. The influencer population's attitudes about the military were also more negative than in the year before. With regard to influencer favorability toward the Services and components, the Air Force received the highest average rating (8.1), followed by the Navy (7.9) and Marine Corps (7.8). Influencers also perceived recommending the military as less good, wise, or beneficial than they did in August 2003.

Perceptions of military pay and difficulty in finding a full time job may, however, currently be helping recruitment. Influencers reported positive impressions about military pay, as 72% felt that individuals were at least as likely to find a job with good pay in the military as they were in the civilian sector. In addition, most (83%) of influencers reported it is at least somewhat difficult for a high school graduate to find a job in their community. Although a lot of influencers viewed finding a job today as difficult, 45% believed that the economy four years from now will be better that it is today. This number is down from 49% in August 2003.

Not surprisingly, the U.S. War on Terrorism has affected influencers' likelihood to recommend the military. When asked about the U.S. war in Iraq, 58% of influencers reported that they were less likely to recommend the military as a result. Notably, the groups that have been most negatively affected are non-parents and Blacks. Seventy-five percent of non-parents say it has made them less likely to recommend the military, and the large majority of Blacks – 75%, reported the war has reduced their likelihood to recommend military service. This may represent a serious problem unfolding for military recruiting if it is not addressed. An executive note discussing in detail the changing perceptions of Black youth and influencers was recently posted on www.dmren.org for those interested in more information.

The Role of Specific Outcomes

Both attitudes and subjective norms significantly predicted influencers' intent to recommend military service. The degree to which influencers associated positive outcomes with joining the military was the primary factor that influenced their attitudes. Results indicate that influencers believe there are many positive outcomes associated with military service; however, there are also some very important outcomes that they do not associate with the military. For instance, influencers consider "a good paying job," "a job that makes you happy," "an attractive lifestyle," and "an interesting job," all extremely important, but these outcomes are among the weakest associated with military service. Targeting these perceptions is likely to increase influencers' likelihood to recommend the military.

Summary and Conclusions

(continued)

Regarding specific attitudes, recruiting may be facilitated by increasing influencers' positive associations with such outcomes as "job that makes you happy," "behaviors that are consistent with own values/beliefs," and "lifestyle attractive to you." These are all part of well-being, which was the best predictor of likelihood to recommend but was the least associated with military service.

In terms of subjective norms, influencers reported that people important to them are neutral in terms of supporting a decision to recommend the military. Norms affect attitudes among influencers and appear to be more important in this role than in having a direct impact on influencers' likelihood to recommend.

What Factors Play a Role in Influencers' Decisions to Recommend?

Influencers' attitudes toward and knowledge of the military, as well as economic conditions, were factors that influenced their likelihood to recommend the military. Influencers who rated the military more favorably were more likely to recommend the military. Also, influencers who rated themselves as more knowledgeable about the military were more likely to recommend it. Additionally, influencers' attitude toward the military played a role. In general, influencers who believed that recommending the military would be a positive (i.e., good, wise, or beneficial) decision were more likely to recommend it than those influencers who viewed the decision as negative. Lastly, with regard to job pay, influencers who believed that the military would more likely offer good pay reported higher likelihood to recommend compared to those who believed a civilian job would pay more.

Moving Forward

Examining the attitudes and perceptions of influencers should help identify some potential ways to increase the effectiveness of recruitment efforts. This report, in addition to looking at likelihood to recommend, provides insight into influencers' attitudes toward the military, the outcomes they associate with the military, the influence of others they associate with, and the support they would receive in recommending the military. These insights can be examined and used in future communications campaigns directed toward influencers. By focusing on the positive outcomes associated with military service, the U.S. Military may be able to persuade more influencers to recommend military service.

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OVERVIEW REPORT

Appendix A

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Likelihood to Recommend the Military

JAMRS

TABLE 1-1. Influencer Likelihood to Recommend the Military: 2003 – 2004[1]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	16.6	31.4	11.8	23.6	16.2
Influencer Poll 2 (May 04)	14.5	24.1	11.1	25.7	24.1

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	20.1	34.4	10.7	20.9	13.7
Influencer Poll 2 (May 04)	17.9	26.2	10.1	25.8	19.5

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	14.1	29.3	12.6	25.5	18.0
Influencer Poll 2 (May 04)	12.7	23.0	11.7	25.7	26.6

[1] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Questions ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-2. Influencer Likelihood to Recommend the Military: 2003 – 2004[2]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	42.3	55.7
Influencer Poll 2 (May 04)	30.7	47.3

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	46.2	65.3
Influencer Poll 2 (May 04)	30.7	56.7

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	39.7	48.7
Influencer Poll 2 (May 04)	30.7	41.5

[2] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-3. Influencer Likelihood to Recommend the Military: 2003 – 2004[3]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	34.1	28.1

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.2	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.8	31.1

[3] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-4. Influencer Likelihood to Recommend the Military: 2003 – 2004[4]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	56.8	47.6	44.3	41.0
Influencer Poll 2 (May 04)	40.3	42.1	35.3	34.8

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	61.0	57.2	50.9	45.1
Influencer Poll 2 (May 04)	‡	49.6	45.3	37.6

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	53.3	42.0	40.1	37.5
Influencer Poll 2 (May 04)	39.4	38.6	29.0	32.5

[4] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-5. Influencer Likelihood to Recommend the Military: 2003 – 2004[5]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	55.0	43.4	49.4
Influencer Poll 2 (May 04)	44.4	34.6	40.4

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	64.8	49.1	54.9
Influencer Poll 2 (May 04)	57.4	40.1	39.7

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	48.9	39.8	44.7
Influencer Poll 2 (May 04)	36.5	32.0	40.8

[5] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Military

JAMRS

TABLE 1-6. Influencer Likelihood to Recommend the Military: 2003 – 2004[6]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	53.1	52.8	49.4	40.7
Influencer Poll 2 (May 04)	37.1	46.3	37.5	35.2

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	56.2	47.8
Influencer Poll 2 (May 04)	‡	‡	44.6	40.9

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	47.2	44.1	33.5
Influencer Poll 2 (May 04)	35.7	43.0	33.2	30.5

[6] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-1. Influencer Likelihood to Recommend 4-Year College: 2003 – 2004[7]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	67.0	25.7	2.7	2.8	1.5
Influencer Poll 2 (May 04)	66.0	25.3	1.9	4.4	2.2

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	63.1	28.9	2.9	3.1	1.8
Influencer Poll 2 (May 04)	62.8	26.9	2.2	5.8	1.6

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	69.6	23.4	2.6	2..6	1.4
Influencer Poll 2 (May 04)	67.8	24.3	1.7	3.6	2.5

[7] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-2. Influencer Likelihood to Recommend 4-Year College: 2003 – 2004[8]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	92.3	93.1
Influencer Poll 2 (May 04)	89.7	93.0

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	91.7	92.3
Influencer Poll 2 (May 04)	88.4	90.9

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	92.7	93.7
Influencer Poll 2 (May 04)	90.4	94.3

[8] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-3. Influencer Likelihood to Recommend 4-Year College: 2003 – 2004[9]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	87.1	92.6

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	88.2	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	86.5	93.8

[9] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-4. Influencer Likelihood to Recommend 4-Year College: 2003 – 2004[10]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	89.9	91.5	95.8	94.6
Influencer Poll 2 (May 04)	89.4	88.5	94.7	94.3

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	88.7	90.6	96.4	94.1
Influencer Poll 2 (May 04)	‡	86.5	93.2	93.1

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	91.0	92.0	95.5	95.0
Influencer Poll 2 (May 04)	90.9	89.5	95.7	95.2

[10] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-5. Influencer Likelihood to Recommend 4-Year College: 2003 – 2004[11]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	94.0	93.2	90.9
Influencer Poll 2 (May 04)	93.0	89.8	92.2

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	92.6	91.9	91.8
Influencer Poll 2 (May 04)	89.8	89.0	92.2

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	94.8	94.0	90.2
Influencer Poll 2 (May 04)	94.9	90.2	93.3

[11] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-6. Influencer Likelihood to Recommend 4-Year College: 2003 – 2004[12]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	93.7	88.8	93.1	95.2
Influencer Poll 2 (May 04)	89.1	89.8	90.9	94.4

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	91.0	93.6
Influencer Poll 2 (May 04)	‡	‡	86.3	94.2

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	88.3	94.7	96.8
Influencer Poll 2 (May 04)	89.1	89.9	93.8	94.5

[12] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-1. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2004[13]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	20.9	23.0	6.7	31.4	17.4
Influencer Poll 2 (May 04)	19.8	22.6	7.4	32.0	17.8

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	22.5	23.6	6.6	32.0	15.0
Influencer Poll 2 (May 04)	18.6	22.9	8.5	30.9	18.4

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	19.8	22.6	6.8	31.0	19.1
Influencer Poll 2 (May 04)	20.5	22.5	6.7	32.5	17.5

[13] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-2. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2004[14]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	44.8	42.7
Influencer Poll 2 (May 04)	37.6	47.7

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	44.5	48.2
Influencer Poll 2 (May 04)	34.9	47.6

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	45.0	38.7
Influencer Poll 2 (May 04)	39.0	47.7

[14] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-3. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2004[15]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	40.4	34.8

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	39.1	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	41.1	38.8

[15] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-4. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2004[16]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	61.0	46.4	33.8	28.4
Influencer Poll 2 (May 04)	59.7	44.5	32.3	29.1

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	60.3	54.7	30.0	30.4
Influencer Poll 2 (May 04)	‡	50.4	29.1	30.7

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	61.7	41.6	36.2	26.7
Influencer Poll 2 (May 04)	61.5	41.8	34.4	27.8

[16] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full–Time Job

JAMRS

TABLE 3-5. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2004[17]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	46.1	43.6	42.8
Influencer Poll 2 (May 04)	47.6	39.9	42.4

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	53.7	45.5	42.3
Influencer Poll 2 (May 04)	46.3	41.2	38.5

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	41.4	42.4	43.3
Influencer Poll 2 (May 04)	48.3	39.3	45.0

[17] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-6. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2004[18]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	64.3	50.9	43.5	29.2
Influencer Poll 2 (May 04)	64.6	53.3	39.9	26.9

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	45.3	32.5
Influencer Poll 2 (May 04)	‡	‡	44.0	28.5

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	47.2	42.2	25.8
Influencer Poll 2 (May 04)	66.7	51.4	37.4	25.6

[18] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-1. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2004[19]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	39.8	38.8	3.9	11.5	5.9
Influencer Poll 2 (May 04)	39.3	40.3	4.9	9.8	5.3

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	37.5	36.9	3.5	16.2	5.7
Influencer Poll 2 (May 04)	35.0	39.5	6.3	11.2	7.2

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	41.3	40.1	4.2	8.3	6.1
Influencer Poll 2 (May 04)	41.7	40.7	4.1	8.9	4.2

[19] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-2. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2004[20]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	80.2	76.2
Influencer Poll 2 (May 04)	82.0	77.0

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	74.8	73.9
Influencer Poll 2 (May 04)	79.1	70.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	83.8	78.0
Influencer Poll 2 (May 04)	83.5	81.3

[20] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-3. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2004[21]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	79.5	83.6

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	74.5	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	82.3	84.2

[21] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-4. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2004[22]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	82.1	80.4	75.3	74.3
Influencer Poll 2 (May 04)	85.1	82.8	76.6	70.5

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	75.9	76.1	71.8	72.5
Influencer Poll 2 (May 04)	‡	78.2	68.4	65.3

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	87.4	82.8	77.4	75.8
Influencer Poll 2 (May 04)	84.6	84.9	81.7	74.6

[22] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-5. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2004[23]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	74.5	80.4	78.8
Influencer Poll 2 (May 04)	72.7	83.1	79.5

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	74.1	75.2	73.6
Influencer Poll 2 (May 04)	68.5	79.1	73.1

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	74.7	83.7	83.3
Influencer Poll 2 (May 04)	75.3	85.0	83.8

[23] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-6. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2004[24]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	80.4	81.3	80.2	74.7
Influencer Poll 2 (May 04)	85.1	82.4	78.2	77.1

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	79.6	71.3
Influencer Poll 2 (May 04)	‡	‡	74.9	67.9

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	85.6	80.6	78.1
Influencer Poll 2 (May 04)	83.7	83.8	80.3	84.8

[24] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-1. Influencer Likelihood to Recommend 2-Year College: 2003 – 2004[25]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	34.8	46.0	5.1	9.7	4.0
Influencer Poll 2 (May 04)	35.3	40.6	6.4	11.7	5.4

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	32.6	47.3	4.7	10.7	4.3
Influencer Poll 2 (May 04)	31.6	39.2	6.5	15.0	7.0

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	36.3	45.1	5.4	8.9	3.8
Influencer Poll 2 (May 04)	37.4	41.4	6.3	9.8	4.5

[25] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-2. Influencer Likelihood to Recommend 2-Year College: 2003 – 2004[26]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	76.9	86.2
Influencer Poll 2 (May 04)	69.3	83.2

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	76.2	84.7
Influencer Poll 2 (May 04)	60.9	80.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	77.4	87.3
Influencer Poll 2 (May 04)	73.4	85.1

[26] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-3. Influencer Likelihood to Recommend 2-Year College: 2003 – 2004[27]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	68.5	71.2

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	58.2	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	74.5	74.6

[27] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-4. Influencer Likelihood to Recommend 2-Year College: 2003 – 2004[28]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	85.7	85.7	75.3	71.6
Influencer Poll 2 (May 04)	84.2	84.2	66.7	62.1

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	83.7	84.9	77.3	69.6
Influencer Poll 2 (May 04)	‡	87.2	64.1	53.5

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	87.4	86.1	74.0	73.3
Influencer Poll 2 (May 04)	88.5	82.8	68.3	69.0

[28] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-5. Influencer Likelihood to Recommend 2-Year College: 2003 – 2004[29]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	81.6	78.5	83.6
Influencer Poll 2 (May 04)	81.1	75.7	72.5

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	77.8	80.2	80.8
Influencer Poll 2 (May 04)	81.5	70.3	64.1

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	83.9	77.4	86.0
Influencer Poll 2 (May 04)	80.9	78.3	77.9

[29] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-6. Influencer Likelihood to Recommend 2-Year College: 2003 – 2004[30]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	95.1	86.5	81.3	70.2
Influencer Poll 2 (May 04)	84.0	82.4	77.4	65.1

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	80.6	72.6
Influencer Poll 2 (May 04)	‡	‡	75.4	60.6

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	85.6	81.7	67.7
Influencer Poll 2 (May 04)	88.4	82.7	78.5	68.9

[30] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 6-1. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2004[31]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.0	27.0	11.4	34.2	16.9
Influencer Poll 2 (May 04)	8.5	23.1	11.0	35.3	21.6

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.5	32.2	11.3	31.4	14.1
Influencer Poll 2 (May 04)	11.4	25.6	9.6	36.1	16.8

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.6	23.4	11.4	36.2	18.8
Influencer Poll 2 (May 04)	6.8	21.7	11.7	34.8	24.2

[31] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 6-2. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2004[32]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	30.5	46.2
Influencer Poll 2 (May 04)	23.3	40.5

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	35.5	52.3
Influencer Poll 2 (May 04)	25.1	48.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	27.2	41.7
Influencer Poll 2 (May 04)	22.5	35.8

[32] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 6-3. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2004[33]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.8	17.7

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	32.7	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	26.6	19.6

[33] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 6-4. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2004[34]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	47.1	34.2	33.8	32.9
Influencer Poll 2 (May 04)	35.3	35.2	26.4	26.9

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	52.5	42.1	35.5	38.2
Influencer Poll 2 (May 04)	‡	39.8	35.9	33.7

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	42.5	29.6	32.8	28.3
Influencer Poll 2 (May 04)	34.1	33.0	20.4	21.4

[34] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 6-5. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2004[35]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	38.7	33.8	40.6
Influencer Poll 2 (May 04)	36.7	29.3	31.1

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	44.4	39.2	46.2
Influencer Poll 2 (May 04)	44.4	35.2	34.0

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	35.1	30.4	35.8
Influencer Poll 2 (May 04)	32.0	26.6	29.2

[35] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Coast Guard

JAMRS

TABLE 6-6. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2004[36]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	47.6	39.3	37.3	31.1
Influencer Poll 2 (May 04)	32.0	39.3	29.5	28.6

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	43.3	36.9
Influencer Poll 2 (May 04)	‡	‡	33.7	35.8

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	35.0	32.7	25.2
Influencer Poll 2 (May 04)	27.9	37.4	27.0	22.6

[36] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 7-1. Influencer Likelihood to Recommend the Army: 2003 – 2004[37]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.0	27.0	11.5	33.8	18.5
Influencer Poll 2 (May 04)	9.0	19.9	9.7	35.7	25.5

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	28.5	10.7	34.6	15.8
Influencer Poll 2 (May 04)	10.5	23.1	8.3	36.1	21.5

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	8.1	26.0	12.1	33.2	20.3
Influencer Poll 2 (May 04)	8.1	18.1	10.4	35.5	27.7

[37] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 7-2. Influencer Likelihood to Recommend the Army: 2003 – 2004[38]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.7	46.2
Influencer Poll 2 (May 04)	19.7	38.8

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	31.4	48.2
Influencer Poll 2 (May 04)	20.0	46.3

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.9	44.7
Influencer Poll 2 (May 04)	19.5	34.1

[38] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 7-3. Influencer Likelihood to Recommend the Army: 2003 – 2004[39]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	23.2	16.1

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	25.5	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	21.9	17.7

[39] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 7-4. Influencer Likelihood to Recommend the Army: 2003 – 2004[40]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	48.1	33.0	30.7	32.0
Influencer Poll 2 (May 04)	35.0	30.4	23.4	25.1

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	50.4	37.7	30.0	33.3
Influencer Poll 2 (May 04)	‡	33.1	34.2	30.7

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	46.1	30.3	31.1	30.8
Influencer Poll 2 (May 04)	34.1	29.1	16.7	20.6

[40] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 7-5. Influencer Likelihood to Recommend the Army: 2003 – 2004[41]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	45.4	28.4	40.3
Influencer Poll 2 (May 04)	36.7	24.6	29.3

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	51.9	30.6	40.7
Influencer Poll 2 (May 04)	44.4	30.8	29.5

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	41.4	26.9	40.0
Influencer Poll 2 (May 04)	32.0	21.7	29.2

[41] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Army

JAMRS

TABLE 7-6. Influencer Likelihood to Recommend the Army: 2003 – 2004[42]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	47.6	44.6	33.6	26.9
Influencer Poll 2 (May 04)	33.1	39.8	26.7	22.9

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	36.3	30.6
Influencer Poll 2 (May 04)	‡	‡	30.3	30.7

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	40.0	31.6	23.2
Influencer Poll 2 (May 04)	31.0	36.3	24.6	16.5

[42] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 8-1. Influencer Likelihood to Recommend the Air Force: 2003 – 2004[43]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	13.8	29.4	10.7	29.2	16.6
Influencer Poll 2 (May 04)	12.2	24.1	9.7	31.5	22.3

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	15.8	33.2	10.4	26.4	14.1
Influencer Poll 2 (May 04)	16.1	26.9	8.1	31.4	17.0

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.3	26.7	11.0	31.2	18.4
Influencer Poll 2 (May 04)	10.1	22.5	10.6	31.6	25.2

[43] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 8-2 Influencer Likelihood to Recommend the Air Force: 2003 – 2004[44]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.3	52.7
Influencer Poll 2 (May 04)	28.1	45.2

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	42.1	58.1
Influencer Poll 2 (May 04)	30.7	54.5

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	32.4	48.7
Influencer Poll 2 (May 04)	26.8	39.3

[44] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 8-3. Influencer Likelihood to Recommend the Air Force: 2003 – 2004[45]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.1	25.1

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.2	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	27.1	26.8

[45] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 8-4. Influencer Likelihood to Recommend the Air Force: 2003 – 2004[46]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	52.3	43.4	38.0	36.5
Influencer Poll 2 (May 04)	36.3	42.8	31.0	31.3

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	58.9	52.8	40.9	38.2
Influencer Poll 2 (May 04)	‡	48.9	44.4	37.6

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	46.7	38.0	36.2	35.0
Influencer Poll 2 (May 04)	35.1	40.0	22.6	26.2

[46] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 8-5. Influencer Likelihood to Recommend the Air Force: 2003 – 2004[47]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	50.0	38.0	45.6
Influencer Poll 2 (May 04)	41.3	32.3	38.4

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	56.5	45.0	49.5
Influencer Poll 2 (May 04)	51.9	37.4	43.6

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	46.0	33.5	42.3
Influencer Poll 2 (May 04)	34.8	30.0	35.0

[47] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Air Force

JAMRS

TABLE 8-6. Influencer Likelihood to Recommend the Air Force: 2003 – 2004[48]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	48.3	47.9	44.8	34.3
Influencer Poll 2 (May 04)	34.9	46.7	35.8	30.6

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	49.8	40.1
Influencer Poll 2 (May 04)	‡	‡	42.3	39.4

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	41.1	41.1	28.4
Influencer Poll 2 (May 04)	31.0	44.7	31.8	23.2

[48] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 9-1. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2004[49]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	23.9	11.7	33.8	20.3
Influencer Poll 2 (May 04)	8.3	18.5	9.8	35.9	27.1

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.7	25.4	11.5	32.8	19.5
Influencer Poll 2 (May 04)	9.4	20.9	7.8	37.4	23.8

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.9	22.9	11.8	34.4	20.9
Influencer Poll 2 (May 04)	7.7	17.1	10.8	35.0	28.9

[49] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 9-2. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2004[50]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.9	44.3
Influencer Poll 2 (May 04)	17.7	36.7

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.3	46.4
Influencer Poll 2 (May 04)	17.7	42.0

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.0	42.7
Influencer Poll 2 (May 04)	17.7	33.3

[50] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 9-3. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2004[51]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.9	14.4

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	23.6	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	19.3	16.7

[51] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 9-4. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2004[52]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	45.5	31.9	28.9	29.7
Influencer Poll 2 (May 04)	30.7	27.0	24.8	23.8

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	49.6	33.3	28.2	30.4
Influencer Poll 2 (May 04)	‡	29.3	30.8	30.7

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	41.9	31.0	29.4	29.2
Influencer Poll 2 (May 04)	30.8	26.0	21.0	18.3

[52] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 9-5. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2004[53]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	42.2	28.4	36.8
Influencer Poll 2 (May 04)	34.3	23.0	26.8

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	45.4	30.6	37.4
Influencer Poll 2 (May 04)	39.8	26.9	27.6

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	40.2	26.9	36.3
Influencer Poll 2 (May 04)	30.9	21.2	26.3

[53] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Marine Corps

JAMRS

TABLE 9-6. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2004[54]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	42.7	41.2	32.3	26.3
Influencer Poll 2 (May 04)	28.6	37.7	23.5	21.9

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	32.8	29.9
Influencer Poll 2 (May 04)	‡	‡	25.7	30.7

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	37.2	31.9	22.6
Influencer Poll 2 (May 04)	26.4	36.9	22.1	14.6

[54] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 10-1. Influencer Likelihood to Recommend the Navy: 2003 – 2004[55]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	11.0	29.0	11.7	30.8	17.4
Influencer Poll 2 (May 04)	10.1	21.6	10.2	34.9	22.9

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.1	32.0	11.1	29.3	15.2
Influencer Poll 2 (May 04)	12.1	24.9	9.0	34.5	18.8

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	26.8	12.1	31.8	19.0
Influencer Poll 2 (May 04)	8.9	19.8	10.9	35.0	25.2

[55] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 10-2. Influencer Likelihood to Recommend the Navy: 2003 – 2004[56]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	31.5	51.7
Influencer Poll 2 (May 04)	23.0	41.0

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	35.5	55.4
Influencer Poll 2 (May 04)	26.5	46.8

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.8	49.0
Influencer Poll 2 (May 04)	21.3	37.4

[56] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 10-3. Influencer Likelihood to Recommend the Navy: 2003 – 2004[57]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.8	18.1

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	36.4	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	24.5	19.6

[57] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 10-4. Influencer Likelihood to Recommend the Navy: 2003 – 2004[58]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	50.0	37.4	35.9	36.0
Influencer Poll 2 (May 04)	36.0	35.2	26.4	26.4

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	53.9	43.4	35.5	41.2
Influencer Poll 2 (May 04)	‡	42.9	35.9	30.7

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	46.7	33.9	36.2	31.7
Influencer Poll 2 (May 04)	35.6	31.6	20.4	23.0

[58] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 10-5. Influencer Likelihood to Recommend the Navy: 2003 – 2004[59]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	44.7	34.2	44.8
Influencer Poll 2 (May 04)	37.8	26.9	34.1

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	50.9	38.7	46.7
Influencer Poll 2 (May 04)	45.4	31.9	37.2

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	40.8	31.2	43.3
Influencer Poll 2 (May 04)	33.1	24.5	32.1

[59] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Navy

JAMRS

TABLE 10-6. Influencer Likelihood to Recommend the Navy: 2003 – 2004[60]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	53.1	44.6	39.4	30.1
Influencer Poll 2 (May 04)	30.9	40.6	31.0	26.2

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	42.8	35.7
Influencer Poll 2 (May 04)	‡	‡	38.3	32.1

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	40.6	36.9	24.5
Influencer Poll 2 (May 04)	28.7	38.0	26.6	21.3

[60] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 11-1. Influencer Likelihood to Recommend the National Guard: 2003 – 2004[61]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.4	32.2	12.1	28.6	16.5
Influencer Poll 2 (May 04)	9.0	24.1	11.8	33.7	21.0

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.7	35.9	11.9	27.9	13.3
Influencer Poll 2 (May 04)	10.5	27.1	9.9	34.5	17.3

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	29.7	12.2	29.0	18.7
Influencer Poll 2 (May 04)	8.2	22.4	12.9	33.2	23.1

[61] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 11-2. Influencer Likelihood to Recommend the National Guard: 2003 – 2004[62]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	34.8	53.6
Influencer Poll 2 (May 04)	25.2	41.7

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	38.6	57.2
Influencer Poll 2 (May 04)	26.5	48.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	32.2	51.0
Influencer Poll 2 (May 04)	24.5	37.7

[62] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 11-3. Influencer Likelihood to Recommend the National Guard: 2003 – 2004[63]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.1	21.4

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.8	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	26.0	23.4

[63] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 11-4. Influencer Likelihood to Recommend the National Guard: 2003 – 2004[64]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	54.2	40.0	38.3	37.4
Influencer Poll 2 (May 04)	38.0	36.8	28.1	26.4

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	59.6	47.2	39.1	36.3
Influencer Poll 2 (May 04)	‡	42.9	36.8	28.7

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	49.7	35.8	37.9	38.3
Influencer Poll 2 (May 04)	36.5	34.0	22.6	24.6

[64] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 11-5. Influencer Likelihood to Recommend the National Guard: 2003 – 2004[65]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	47.5	37.7	46.3
Influencer Poll 2 (May 04)	39.9	30.8	31.6

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	55.6	41.4	47.8
Influencer Poll 2 (May 04)	50.0	34.6	32.7

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	42.5	35.2	45.1
Influencer Poll 2 (May 04)	33.7	28.9	30.8

[65] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the National Guard

JAMRS

TABLE 11-6. Influencer Likelihood to Recommend the National Guard: 2003 – 2004[66]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	55.9	43.4	43.1	34.6
Influencer Poll 2 (May 04)	32.6	43.4	32.5	25.6

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	44.1	39.5
Influencer Poll 2 (May 04)	‡	‡	34.9	31.4

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	38.9	41.8	29.7
Influencer Poll 2 (May 04)	27.9	39.7	31.1	20.7

[66] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 12-1. Influencer Likelihood to Recommend the Reserves: 2003 – 2004[67]

Male and Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	11.5	34.0	11.3	27.3	15.5
Influencer Poll 2 (May 04)	10.0	25.9	10.7	32.5	20.5

Male

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.7	36.5	10.9	28.7	13.1
Influencer Poll 2 (May 04)	11.7	28.5	9.6	32.7	16.8

Female

Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.1	32.2	11.5	26.3	17.2
Influencer Poll 2 (May 04)	9.1	24.5	11.3	32.4	22.5

[67] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 12-2. Influencer Likelihood to Recommend the Reserves: 2003 – 2004[68]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.7	57.9
Influencer Poll 2 (May 04)	27.3	45.2

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.6	61.3
Influencer Poll 2 (May 04)	29.8	49.8

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	36.8	55.3
Influencer Poll 2 (May 04)	26.1	42.3

[68] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2003-2004 (Question ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 12-3. Influencer Likelihood to Recommend the Reserves: 2003 – 2004[69]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.5	21.7

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	34.5	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	29.7	22.0

[69] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 12-4. Influencer Likelihood to Recommend the Reserves: 2003 – 2004[70]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	55.8	43.6	43.6	37.4
Influencer Poll 2 (May 04)	40.6	37.6	32.7	30.8

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	57.4	48.4	44.5	34.3
Influencer Poll 2 (May 04)	‡	41.4	40.2	35.6

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	54.5	40.9	42.9	40.0
Influencer Poll 2 (May 04)	39.4	35.8	28.0	27.0

[70] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 12-5. Influencer Likelihood to Recommend the Reserves: 2003 – 2004[71]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	53.5	39.8	48.1
Influencer Poll 2 (May 04)	43.4	33.0	34.6

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	60.2	41.9	46.2
Influencer Poll 2 (May 04)	50.9	39.6	33.3

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	49.4	38.4	49.8
Influencer Poll 2 (May 04)	38.8	30.0	35.4

[71] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'
Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).
‡Reporting standard not met (too few cases).

Likelihood to Recommend the Reserves

JAMRS

TABLE 12-6. Influencer Likelihood to Recommend the Reserves: 2003 – 2004[72]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	55.2	51.3	46.1	35.9
Influencer Poll 2 (May 04)	35.4	48.4	35.1	28.9

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	45.8	40.1
Influencer Poll 2 (May 04)	‡	‡	37.7	37.2

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	47.8	46.4	31.6
Influencer Poll 2 (May 04)	32.6	46.9	33.6	22.0

[72] Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-1. Influencer U.S. Military favorability: 2003 – 2004[73]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.8

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.9

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.7

[73] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-2. Influencer U.S. Military favorability: 2003 – 2004[74]

Male and Female		
(mean)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.1	8.0
Influencer Poll 2 (May 04)	8.0	7.6

Male		
(mean)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.1	8.1
Influencer Poll 2 (May 04)	8.0	7.8

Female		
(mean)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.1	8.0
Influencer Poll 2 (May 04)	7.9	7.4

[74] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-3. Influencer U.S. Military favorability: 2003 – 2004[75]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	8.0

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	8.1

[75] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV1).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-4. Influencer U.S. Military favorability: 2003 – 2004[76]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	8.0	7.8	8.0
Influencer Poll 2 (May 04)	7.8	7.9	7.9	7.4

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	8.0	8.0	7.8
Influencer Poll 2 (May 04)	‡	7.9	8.2	7.5

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.5	8.0	7.7	8.2
Influencer Poll 2 (May 04)	7.7	7.8	7.8	7.2

[76] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-5. Influencer U.S. Military favorability: 2003 – 2004[77]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.2	8.0
Influencer Poll 2 (May 04)	7.6	7.8	7.8

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.2	8.0
Influencer Poll 2 (May 04)	7.8	7.8	8.1

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	8.0	8.1	8.1
Influencer Poll 2 (May 04)	7.4	7.8	7.7

[77] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV1).
‡Reporting standard not met (too few cases).

U.S. Military Favorability

JAMRS

TABLE 13-6. Influencer U.S. Military favorability: 2003 – 2004[78]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	8.0	8.1	8.1	8.1
Influencer Poll 2 (May 04)	7.2	7.9	7.9	8.0

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	8.1	8.1
Influencer Poll 2 (May 04)	‡	‡	8.1	7.9

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.1	8.1	8.1
Influencer Poll 2 (May 04)	7.1	7.8	7.7	8.1

[78] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV1).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-1. Influencer Army Favorability: 2003 – 2004[79]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.5
Influencer Poll 2 (May 04)	7.2

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.1

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.3

[79] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-2. Influencer Army Favorability: 2003 – 2004[80]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.5	7.5
Influencer Poll 2 (May 04)	7.2	7.2

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.3	7.4
Influencer Poll 2 (May 04)	7.1	7.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.3	7.3

[80] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-3. Influencer Army Favorability: 2003 – 2004[81]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.0	7.4

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.9	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.1	7.5

[81] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2B).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-4. Influencer Army Favorability: 2003 – 2004[82]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.0	7.4	7.3	7.4
Influencer Poll 2 (May 04)	7.5	7.2	7.3	6.8

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	7.9	7.0	7.2	7.1
Influencer Poll 2 (May 04)	‡	7.0	7.1	7.0

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.0	7.6	7.4	7.6
Influencer Poll 2 (May 04)	7.7	7.3	7.4	6.7

[82] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-5. Influencer Army Favorability: 2003 – 2004[83]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	7.6	7.4
Influencer Poll 2 (May 04)	7.3	7.2	7.3

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.3	7.4	7.2
Influencer Poll 2 (May 04)	7.2	7.0	7.0

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.8	7.6	7.5
Influencer Poll 2 (May 04)	7.3	7.2	7.4

[83] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2B).
‡Reporting standard not met (too few cases).

Army Favorability

JAMRS

TABLE 14-6. Influencer Army Favorability: 2003 – 2004[84]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.6	7.6	7.4	7.5
Influencer Poll 2 (May 04)	7.2	7.4	7.2	7.3

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.1	7.3
Influencer Poll 2 (May 04)	‡	‡	7.1	7.1

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	7.7	7.7	7.7
Influencer Poll 2 (May 04)	7.2	7.5	7.2	7.4

[84] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2B).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-1. Influencer Navy Favorability: 2003 – 2004[85]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.6

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.6

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.7

[85] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-2. Influencer Navy Favorability: 2003 – 2004[86]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.9
Influencer Poll 2 (May 04)	7.8	7.5

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.8	7.5

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.0	7.9
Influencer Poll 2 (May 04)	7.8	7.5

[86] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-3. Influencer Navy Favorability: 2003 – 2004[87]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	7.7

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	7.8

[87] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-4. Influencer Navy Favorability: 2003 – 2004[88]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	7.7	7.7	7.8
Influencer Poll 2 (May 04)	7.7	7.6	7.9	7.4

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	7.6	7.8	7.6
Influencer Poll 2 (May 04)	‡	7.7	7.8	7.3

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	7.8	7.7	8.0
Influencer Poll 2 (May 04)	7.8	7.5	7.9	7.4

[88] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-5. Influencer Navy Favorability: 2003 – 2004[89]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	8.0	7.9
Influencer Poll 2 (May 04)	7.5	7.6	7.8

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.4	8.0	7.9
Influencer Poll 2 (May 04)	7.6	7.5	7.8

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.7	8.1	7.9
Influencer Poll 2 (May 04)	7.4	7.7	7.8

[89] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Navy Favorability

JAMRS

TABLE 15-6. Influencer Navy Favorability: 2003 – 2004[90]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.8	7.9	7.9	8.0
Influencer Poll 2 (May 04)	7.3	7.7	7.7	7.8

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.8	7.9
Influencer Poll 2 (May 04)	‡	‡	7.8	7.5

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.0	8.0	8.1
Influencer Poll 2 (May 04)	7.4	7.8	7.6	7.9

[90] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 16-1. Influencer Air Force Favorability: 2003 – 2004[91]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.2
Influencer Poll 2 (May 04)	8.1

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.3
Influencer Poll 2 (May 04)	8.1

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.2
Influencer Poll 2 (May 04)	8.0

[91] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 16-2. Influencer Air Force Favorability: 2003 – 2004[92]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	8.0

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	8.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	7.9

[92] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 16-3. Influencer Air Force Favorability: 2003 – 2004[93]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	8.1

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	8.2

[93] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 16-4. Influencer Air Force Favorability: 2003 – 2004[94]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.5	8.1	8.1	8.2
Influencer Poll 2 (May 04)	8.0	8.1	8.3	7.7

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.6	8.2	8.1	8.1
Influencer Poll 2 (May 04)	‡	8.1	8.4	7.9

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.5	8.1	8.1	8.4
Influencer Poll 2 (May 04)	8.1	8.1	8.3	7.7

[94] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 16-5. Influencer Air Force Favorability: 2003 – 2004[95]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2
Influencer Poll 2 (May 04)	7.9	8.0	8.2

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.4	8.3
Influencer Poll 2 (May 04)	8.1	7.9	8.3

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2
Influencer Poll 2 (May 04)	7.8	8.1	8.2

[95] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Air Force Favorability

JAMRS

TABLE 16-6. Influencer Air Force Favorability: 2003 – 2004[96]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2	8.3
Influencer Poll 2 (May 04)	7.7	8.2	8.2	8.1

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	8.2	8.3
Influencer Poll 2 (May 04)	‡	‡	8.3	7.8

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.3	8.2	8.4
Influencer Poll 2 (May 04)	7.5	8.2	8.1	8.3

[96] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 17-1. Influencer Marine Corps Favorability: 2003 – 2004[97]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.4

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.4

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.5

[97] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 17-2. Influencer Marine Corps Favorability: 2003 – 2004[98]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.5	7.4

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.8	7.7
Influencer Poll 2 (May 04)	7.5	7.3

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.0	7.8
Influencer Poll 2 (May 04)	7.5	7.5

[98] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 17-3. Influencer Marine Corps Favorability: 2003 – 2004[99]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	7.7

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	7.7

[99] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 17-4. Influencer Marine Corps Favorability: 2003 – 2004[100]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	7.6	7.6	7.8
Influencer Poll 2 (May 04)	7.6	7.3	7.7	7.2

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.2	7.4	7.8	7.6
Influencer Poll 2 (May 04)	‡	7.3	7.5	7.3

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	7.8	7.6	8.1
Influencer Poll 2 (May 04)	7.7	7.3	7.8	7.1

[100] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 17-5. Influencer Marine Corps Favorability: 2003 – 2004[101]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.8	8.0	7.6
Influencer Poll 2 (May 04)	7.4	7.5	7.4

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	8.1	7.4
Influencer Poll 2 (May 04)	7.4	7.5	7.2

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.0	7.8
Influencer Poll 2 (May 04)	7.4	7.5	7.6

[101] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Marine Corps Favorability

JAMRS

TABLE 17-6. Influencer Marine Corps Favorability: 2003 – 2004[102]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.6	7.8	7.9	8.0
Influencer Poll 2 (May 04)	7.2	7.6	7.4	7.6

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.8	7.9
Influencer Poll 2 (May 04)	‡	‡	7.4	7.5

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.0	7.9	8.0
Influencer Poll 2 (May 04)	7.3	7.7	7.4	7.6

[102] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-1. Influencer Coast Guard Favorability: 2003 – 2004[103]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.6

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.6

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.6

[103] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-2. Influencer Coast Guard Favorability: 2003 – 2004[104]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.8	7.6
Influencer Poll 2 (May 04)	7.7	7.4

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.7	7.4

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.8	7.7
Influencer Poll 2 (May 04)	7.7	7.4

[104] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-3. Influencer Coast Guard Favorability: 2003 – 2004[105]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.7	7.7

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8

[105] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-4. Influencer Coast Guard Favorability: 2003 – 2004[106]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.1	7.5	7.5	7.8
Influencer Poll 2 (May 04)	7.7	7.5	7.7	7.4

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.1	7.2	7.5	7.7
Influencer Poll 2 (May 04)	‡	7.7	7.6	7.5

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.2	7.7	7.5	7.9
Influencer Poll 2 (May 04)	7.8	7.4	7.8	7.3

[106] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-5. Influencer Coast Guard Favorability: 2003 – 2004[107]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.4	7.9	7.7
Influencer Poll 2 (May 04)	7.3	7.6	7.6

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.3	7.7	7.7
Influencer Poll 2 (May 04)	7.4	7.6	7.6

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.6	7.9	7.7
Influencer Poll 2 (May 04)	7.3	7.6	7.7

[107] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

Coast Guard Favorability

JAMRS

TABLE 18-6. Influencer Coast Guard Favorability: 2003 – 2004[108]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.6	7.7	7.7	7.8
Influencer Poll 2 (May 04)	7.3	7.5	7.6	7.8

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.7	7.7
Influencer Poll 2 (May 04)	‡	‡	7.6	7.6

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	7.7	7.7	7.9
Influencer Poll 2 (May 04)	7.3	7.6	7.6	7.9

[108] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV2).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 19-1. Influencer National Guard Favorability: 2003 – 2004[109]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.4

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.2

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.6

[109] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 19-2. Influencer National Guard Favorability: 2003 – 2004[110]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.6	7.3

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.3	7.3
Influencer Poll 2 (May 04)	7.3	7.0

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.7	7.5

[110] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 19-3. Influencer National Guard Favorability: 2003 – 2004[111]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.5	7.6

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.4	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8

[111] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 19-4. Influencer National Guard Favorability: 2003 – 2004[112]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.2	7.5	7.4	7.4
Influencer Poll 2 (May 04)	7.7	7.4	7.5	7.0

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	7.9	7.0	7.2	7.0
Influencer Poll 2 (May 04)	‡	7.2	7.4	6.8

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.4	7.8	7.6	7.8
Influencer Poll 2 (May 04)	7.9	7.6	7.6	7.0

[112] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 19-5. Influencer National Guard Favorability: 2003 – 2004[113]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.5	7.8	7.5
Influencer Poll 2 (May 04)	7.4	7.5	7.4

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.1	7.6	7.1
Influencer Poll 2 (May 04)	7.4	7.0	7.1

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.8	8.0	7.7
Influencer Poll 2 (May 04)	7.4	7.7	7.6

[113] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
‡Reporting standard not met (too few cases).

National Guard Favorability

JAMRS

TABLE 19-6. Influencer National Guard Favorability: 2003 – 2004[114]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.8	7.7	7.7	7.4
Influencer Poll 2 (May 04)	7.3	7.7	7.4	7.4

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.3	7.1
Influencer Poll 2 (May 04)	‡	‡	7.3	7.1

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	7.9	8.0	7.8
Influencer Poll 2 (May 04)	7.4	7.9	7.5	7.7

[114] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 20-1. Influencer Reserves Favorability: 2003 – 2004[115]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.4

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.2

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	8.0
Influencer Poll 2 (May 04)	7.6

[115] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 20-2. Influencer Reserves Favorability: 2003 – 2004[116]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.7	7.7
Influencer Poll 2 (May 04)	7.6	7.3

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	7.3	7.3
Influencer Poll 2 (May 04)	7.3	7.1

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	8.0	7.9
Influencer Poll 2 (May 04)	7.7	7.5

[116] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 20-3. Influencer Reserves Favorability: 2003 – 2004[117]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.5	7.6

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.4	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8

[117] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 20-4. Influencer Reserves Favorability: 2003 – 2004[118]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.1	7.7	7.5	7.4
Influencer Poll 2 (May 04)	7.7	7.4	7.5	7.0

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	7.9	7.1	7.2	7.0
Influencer Poll 2 (May 04)	‡	7.2	7.3	7.0

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	8.3	8.0	7.7	7.8
Influencer Poll 2 (May 04)	7.9	7.5	7.7	7.0

[118] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 20-5. Influencer Reserves Favorability: 2003 – 2004[119]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.5	7.9	7.6
Influencer Poll 2 (May 04)	7.4	7.5	7.4

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.0	7.6	7.3
Influencer Poll 2 (May 04)	7.5	7.1	7.1

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	7.9	8.1	7.8
Influencer Poll 2 (May 04)	7.4	7.7	7.6

[119] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
‡Reporting standard not met (too few cases).

Reserves Favorability

JAMRS

TABLE 20-6. Influencer Reserves Favorability: 2003 – 2004[120]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	7.7	7.8	7.7	7.6
Influencer Poll 2 (May 04)	7.3	7.6	7.4	7.4

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	7.3	7.2
Influencer Poll 2 (May 04)	‡	‡	7.3	7.1

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	8.0	8.0	8.0
Influencer Poll 2 (May 04)	7.4	7.8	7.5	7.8

[120] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: FAV3).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-1. Influencer Military Knowledge: 2003 – 2004[121]

Male and Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	6.3
Influencer Poll 2 (May 04)	6.3

Male	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	6.8
Influencer Poll 2 (May 04)	7.0

Female	
(mean)	
Year	**Mean**
Influencer Poll 1 (Aug 03)	5.9
Influencer Poll 2 (May 04)	5.9

[121] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-2. Influencer Military Knowledge: 2003 – 2004[122]

Male and Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	6.2	6.4
Influencer Poll 2 (May 04)	6.1	6.5

Male		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	6.6	6.9
Influencer Poll 2 (May 04)	6.8	7.2

Female		
(very likely and likely)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	5.9	6.0
Influencer Poll 2 (May 04)	5.8	6.0

[122] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-3. Influencer Military Knowledge: 2003 – 2004[123]

Male and Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.0	6.2

Male		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.9	‡

Female		
(very likely and likely)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	5.5	6.1

[123] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: KW2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-4. Influencer Military Knowledge: 2003 – 2004[124]

Male and Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	6.0	6.2	6.5	6.4
Influencer Poll 2 (May 04)	5.8	6.4	6.4	6.4

Male				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	6.4	6.8	7.0	6.9
Influencer Poll 2 (May 04)	‡	7.2	7.2	7.0

Female				
(very likely and likely)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	5.6	5.9	6.1	6.1
Influencer Poll 2 (May 04)	5.5	6.1	6.0	6.0

[124] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-5. Influencer Military Knowledge: 2003 – 2004[125]

Male and Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	6.1	6.1	6.6
Influencer Poll 2 (May 04)	6.2	6.2	6.5

Male			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	6.5	6.6	7.1
Influencer Poll 2 (May 04)	7.0	7.0	7.0

Female			
(very likely and likely)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	5.9	5.8	6.2
Influencer Poll 2 (May 04)	5.7	5.8	6.2

[125] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: KW2).
‡Reporting standard not met (too few cases).

U.S. Military Knowledge

JAMRS

TABLE 21-6. Influencer Military Knowledge: 2003 – 2004[126]

Male and Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	6.1	6.2	6.2	6.4
Influencer Poll 2 (May 04)	6.0	6.5	6.2	6.4

Male				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	6.7	6.9
Influencer Poll 2 (May 04)	‡	‡	6.9	6.9

Female				
(very likely and likely)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	6.0	5.9	5.9
Influencer Poll 2 (May 04)	5.6	6.1	5.8	6.0

[126] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: KW2).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-1. Influencer Perceptions of Employment Difficulty: 2003 – 2004[127]

Male and Female

Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	6.9	22.6	51.8	18.2
Influencer Poll 2 (May 04)	8.9	21.8	51.1	17.3

Male

Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	6.1	20.5	52.0	20.5
Influencer Poll 2 (May 04)	7.2	17.3	54.0	20.2

Female

Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	7.5	24.1	51.8	16.5
Influencer Poll 2 (May 04)	9.8	24.3	49.4	15.8

[127] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-2. Influencer Perceptions of Employment Difficulty: 2003 – 2004[128]

Male and Female		
(impossible & very difficult)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	27.6	32.2
Influencer Poll 2 (May 04)	31.3	30.0

Male		
(impossible & very difficult)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	26.9	26.1
Influencer Poll 2 (May 04)	27.9	21.2

Female		
(impossible & very difficult)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	28.1	36.7
Influencer Poll 2 (May 04)	33.0	35.5

[128] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-3. Influencer Perceptions of Employment Difficulty: 2003 – 2004[129]

Male and Female		
(impossible & very difficult)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	33.4	30.4

Male		
(impossible & very difficult)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	27.3	‡

Female		
(impossible & very difficult)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	37.0	32.1

[129] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND1).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-4. Influencer Perceptions of Employment Difficulty: 2003 – 2004[130]

Male and Female				
(impossible & very difficult)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	30.2	27.9	31.0	29.7
Influencer Poll 2 (May 04)	37.0	32.1	24.4	28.2

Male				
(impossible & very difficult)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	28.4	20.1	30.9	29.4
Influencer Poll 2 (May 04)	‡	22.6	22.2	23.8

Female				
(impossible & very difficult)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	31.7	32.5	31.1	30.0
Influencer Poll 2 (May 04)	39.9	36.5	25.8	31.7

[130] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-5. Influencer Perceptions of Employment Difficulty: 2003 – 2004[131]

Male and Female			
(impossible & very difficult)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	26.2	28.2	33.8
Influencer Poll 2 (May 04)	28.7	28.5	35.4

Male			
(impossible & very difficult)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	25.9	24.8	29.1
Influencer Poll 2 (May 04)	16.7	24.7	29.5

Female			
(impossible & very difficult)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	26.4	30.4	27.7
Influencer Poll 2 (May 04)	36.0	30.2	39.2

[131] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND1).
‡Reporting standard not met (too few cases).

Employment Difficulty

JAMRS

TABLE 22-6. Influencer Perceptions of Employment Difficulty: 2003 – 2004[132]

Male and Female				
(impossible & very difficult)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	42.7	28.1	28.9	26.3
Influencer Poll 2 (May 04)	41.1	38.5	31.0	21.6

Male				
(impossible & very difficult)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	24.4	27.4
Influencer Poll 2 (May 04)	‡	‡	26.3	17.5

Female				
(impossible & very difficult)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	30.0	32.3	25.2
Influencer Poll 2 (May 04)	43.4	40.8	33.9	25.0

[132] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND1).
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-1. Influencer Job Pay Comparisons: 2003 – 2004[133]

Male and Female

Wave	Military	Civilian Job	Equally in Both
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	21.5	27.7	48.9

Male

Wave	Military	Civilian Job	Equally in Both
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	18.2	38.8	40.8

Female

Wave	Military	Civilian Job	Equally in Both
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	23.4	21.5	53.4

[133] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-2. Influencer Job Pay Comparisons: 2003 – 2004[134]

Male and Female		
(military)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	18.7	24.5

Male		
(military)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	15.8	20.3

Female		
(military)	**Influencer Type**	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.2	27.1

[134] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-3. Influencer Job Pay Comparisons: 2003 – 2004[135]

Male and Female		
(military)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	18.5	18.7

Male		
(military)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	15.5	‡

Female		
(military)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.3	21.1

[135] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-4. Influencer Job Pay Comparisons: 2003 – 2004[136]

Male and Female				
(military)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	28.1	22.5	15.8	18.5

Male				
(military)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	‡	18.0	16.2	15.8

Female				
(military)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	30.3	24.6	15.6	20.6

[136] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-5. Influencer Job Pay Comparisons: 2003 – 2004[137]

Male and Female			
(military)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	25.9	20.9	19.2

Male			
(military)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	19.4	18.7	16.7

Female			
(military)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	29.8	22.0	20.8

[137] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Job Pay Comparisons

JAMRS

TABLE 23-6. Influencer Job Pay Comparisons: 2003 – 2004[138]

Male and Female				
(military)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	28.6	30.7	19.6	14.0

Male				
(military)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	‡	‡	13.7	14.6

Female				
(military)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	27.9	30.7	23.2	13.4

[138] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND2).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-1. Influencer Economic Outlook: 2003 – 2004[139]

Male and Female

Wave	Better Than	Worse Than	About the Same
Influencer Poll 1 (Aug 03)	48.6	19.3	30.8
Influencer Poll 2 (May 04)	45.1	20.4	32.5

Male

Wave	Better Than	Worse Than	About the Same
Influencer Poll 1 (Aug 03)	53.3	17.2	28.3
Influencer Poll 2 (May 04)	54.7	17.0	27.1

Female

Wave	Better Than	Worse Than	About the Same
Influencer Poll 1 (Aug 03)	45.4	20.7	32.5
Influencer Poll 2 (May 04)	39.8	22.2	35.5

[139] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-2. Influencer Economic Outlook: 2003 – 2004[140]

Male and Female		
(better)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	44.0	55.2
Influencer Poll 2 (May 04)	39.9	50.7

Male		
(better)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	49.0	59.0
Influencer Poll 2 (May 04)	50.7	58.4

Female		
(better)	Influencer Type	
Wave	**Parent**	**Non-Parent**
Influencer Poll 1 (Aug 03)	40.6	52.3
Influencer Poll 2 (May 04)	34.6	45.8

[140] Source: Department of Defense Polls, JAMRS, 2003-2004 (Question IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-3. Influencer Economic Outlook: 2003 – 2004[141]

Male and Female		
(better)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.1	41.1

Male		
(better)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	46.4	‡

Female		
(better)	**Child's Gender**	
Wave	**Son**	**Daughter**
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	33.3	34.9

[141] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND3).
QNA: Question Not Asked
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-4. Influencer Economic Outlook: 2003 – 2004[142]

Male and Female				
(better)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	39.3	45.0	58.9	55.4
Influencer Poll 2 (May 04)	35.3	43.5	52.5	51.1

Male				
(better)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	45.4	47.8	67.3	57.5
Influencer Poll 2 (May 04)	‡	60.9	58.1	58.4

Female				
(better)	**Education Level**			
Wave	**HS or Less**	**Some College**	**4-Yr College**	**Graduate School**
Influencer Poll 1 (Aug 03)	34.1	43.4	53.7	53.3
Influencer Poll 2 (May 04)	34.1	35.4	48.9	45.2

[142] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-5. Influencer Economic Outlook: 2003 – 2004[143]

Male and Female			
(better)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	45.7	47.3	52.6
Influencer Poll 2 (May 04)	51.0	40.9	46.7

Male			
(better)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	53.7	53.6	52.7
Influencer Poll 2 (May 04)	60.2	53.8	51.9

Female			
(better)		**Age**	
Wave	**22-35**	**36-49**	**50 and Older**
Influencer Poll 1 (Aug 03)	40.8	43.3	52.6
Influencer Poll 2 (May 04)	45.5	34.9	43.3

[143] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND3).
‡Reporting standard not met (too few cases).

Economic Outlook

JAMRS

TABLE 24-6. Influencer Economic Outlook: 2003 – 2004[144]

Male and Female				
(better)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	28.0	44.2	46.8	64.4
Influencer Poll 2 (May 04)	34.9	37.3	45.9	56.5

Male				
(better)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	‡	50.2	68.8
Influencer Poll 2 (May 04)	‡	‡	51.4	66.4

Female				
(better)	**Income**			
Wave	**<$25K**	**$25K-$40K**	**$40K-$80K**	**>$80K**
Influencer Poll 1 (Aug 03)	‡	40.0	44.1	60.0
Influencer Poll 2 (May 04)	34.1	29.6	42.6	48.2

[144] Source: Department of Defense Polls, JAMRS, 2001-2004 (Question: IND3).
‡Reporting standard not met (too few cases).

OVERVIEW REPORT

Appendix B

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Project Overview

This research poll marks the Department of Defense's (DoD) second poll conducted among influencers. The purpose underlying the research was to expand the Department's understanding of this critical market, specifically, their attitudes about the military and their likelihood to recommend military service to youth.

The second Influencer poll interviewed two key audiences—non-parent and parent influencers. Non-parent influencers were defined as adults between the ages of 22 and 85 who influence youth between the ages of 12 and 21. These individuals included grandparents, relatives, coaches, clergy, scout leaders, employers, teachers, church lay people, volunteers, guidance counselors and mentors. The parent audience was made up of adults who have a child between the ages of 16 and 21.

A total of 1,251 interviews (600 non-parent influencers; 651 parents) were conducted through computer-assisted telephone interviews (CATI) during the period of April 8 to May 29, 2004. The interview averaged 21 minutes in length.

Technical Details

Non-Parent Influencers

Design Requirements

The non-parent influencer sampling frame is defined as those persons residing in the 50 states and the District of Columbia who are between the ages of 22 and 85 and who influence youth between the ages of 12 and 21.

Methodology

In an effort to gain cost and time efficiencies, the fielding of the non-parent influencers was combined with the fielding of youth interviews for the May 2004 Youth Poll. Due to the low incidence (approximately 3%) of youth ages 16 to 21, the number of households dialed and screened greatly exceeds the total number of completes. Rather than tally the non-qualified households as unproductive, a "piggy-back" methodology was designed. In households where it was already determined that no one qualified for the May 2004 Youth Poll, the household was screened to determine if anyone qualified for the non-parent influencer portion of the May 2004 Influencer Poll.

Parents

Design Requirements

The parents sampling frame is defined as those persons residing in the 50 states and the District of Columbia and a parent to a youth between the ages of 16 and 21. Additionally, in an effort to

gain greater knowledge of how youth develop their attitudes toward military enlistment, a paired parent-youth methodology was designed for 600 of the 650 parent interviews.

Methodology

The parent portion of Influencer Poll 2 was also fielded in conjunction with the May 2004 Youth Poll. Once a youth interview was completed, the household number was placed into a separate sample bank used to interview parents. Within two weeks of a youth being interviewed, the household was dialed again and screened for the youth's parent, in attempt to recruit the paired parent portion of the Influencer Poll.

In addition, to the 600 paired parent interviews, 50 interviews were conducted among parents of youth ages 16 to 21 whose child did not participate in Youth Poll 7.

Sample Design

Random A methodology was used for all portions of the May 2004 Influencer Poll. When using a Random A sample, the list frame is all possible 10-digit telephone numbers in working blocks with one or more listed telephone numbers. From this frame, telephone numbers serving the sample area are selected with equal probability. Random A samples were used because they are samples with better efficiency than epsem samples. The counts of telephones within each working block (a block with one or more listed telephone numbers) were then examined to decide which should be included in the sample and which should be discarded. The industry standard is to eliminate working blocks with less than three known numbers out of the 100 possible. Those blocks with only one listed telephone numbers were excluded so dialing would be more efficient and coverage would be marginally greater.[1]

SSI offers the option of protecting selected Random A samples against reuse. In tracking surveys, the practical consideration of not calling the same sample in subsequent time frames is a benefit that may be viewed to outweigh the potential bias of not replacing numbers. Virtually every SSI Random A sample was marked on the database to protect against reuse for a period of nine months. The SSI Protection System was designed to reduce the chance of selecting the same number for multiple projects or multiple waves of a single project conducted by a single research firm or by competing research firms.

Stratification based on density of Black households was used in the drawing of the May 2004 Youth Poll. Given the "piggy-back" design used in collecting data for the May 2004 influencer

[1] Approximately 2.5 million blocks are identified as working (having one or more listed numbers). By raising the minimum acceptable block size from 1 to 3 (SSI's default) or more, further gains in efficiency can be achieved with only minimal reduction in coverage. Blocks with 1-2 listed numbers represent only 5.9% of all working blocks and only 0.3% of all listed telephone households. These listed numbers are far more likely to be keypunch errors or White Page business listings than the only listed number in a given block. SSI uses a default minimum block size of 3 listed numbers, but this minimum may be adjusted up or down based on the user's specifications. Users can even sample from blocks with zero listed numbers, but efficiency may fall as low as 16%. Further, You can expect to get a 65% working phones rate with a Random B sample, and a 55% rate with Random A and as low as 30% with an epsem sample.

poll this directly affects the households contacted as part of the Influencer Poll sample. For more detail regarding the stratification used refer to Appendix B of the May 2004 Youth report available on www.dmren.org.

Interviewing Hours

Interviews were conducted from April 8 to May 29, 2004 during the evening and weekend hours for the time zone in which the respondent lived. Specifically, interviews were conducted from 5 pm through 10 pm respondent time Sunday through Friday, and 10 am through 6 pm on Saturdays. The fieldwork took place from WirthlinWorldwide's telephone center located in Orem, Utah.

Sample Geography

Interviews were conducted in all 50 states plus the District of Columbia.

Handling of Business and Cellular Phone Numbers

On average, an RDD sample will contain 15 to 18 percent business and cellular phone numbers. Approximately half of these numbers can be identified using SSI's Business and Cellular Number Purge options. SSI maintains a database of over 9 million business and cellular telephone numbers, compiled from Yellow Page directories and other special directories. Once a 10-digit telephone number was selected for a sample the status of the number generated was compared to SSI's list of known business and cellular numbers.

Replicates

For this poll, the sample was identified and released in replicates (representative stand-alone mini-samples that are representative of the entire sample). When using a replicate system, the interviewers did not need to dial the entire sample as each replicate was representative of the entire sample. All replicates loaded were closed out and dialed until exhausted. A sample records was considered "exhausted" once it had obtained a final disposition, such as disconnected, complete, or refusal, or after three calls were made. So there would not be "extra" interviews, the sizes of the replicates were reduced as the interview period drew to a close.

Quotas and Thresholds

Because of the speed at which polls are conducted and the rate at which surveys are completed, it is often necessary to set quotas, or the minimum number of completed for each area. This ensures a representative sample is obtained. Therefore, soft quotas, or a target for the minimum number of surveys to be complete, were placed on each region. The following "guides" for each region were set in place:

New England (5.06%)	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic (14.33%)	New Jersey, New York, Pennsylvania

South Atlantic (18.73%)	Delaware, Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, District of Columbia
East South Central (6.09%)	Mississippi, Alabama, Tennessee, Kentucky
East North Central (16.01%)	Illinois, Indiana, Michigan, Ohio, Wisconsin
West North Central (6.82%)	Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Minnesota
West South Central (10.89%)	Texas, Louisiana, Arkansas, Oklahoma
Mountain (6.33%)	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific (15.75%)	California, Oregon, Washington, Hawaii and Alaska

Survey Implementation

Callback Procedure

One initial call and a maximum of nine callbacks were allowed. If a household was not reached after ten calls, another randomly selected household was substituted.

Refusal Conversion

An active program of refusal conversion was used. All initial refusals were put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three call backs, conducted at different times and days, were made. If a household was not reached after three calls or if a second refusal occurred, a "hard" refusal was recorded on the final disposition.

Sample Yields and Post-stratification

Due to the methodology used, an response rate can not be calculated for the non-parent influencers that is separate from that of the May 2004 Youth Poll. Further, given the definition of "influencer" used for drawing the sample of interest for the Influencer Poll, an accurate population value for "influencers" could not be determined. As such, post-stratification to population values from sample responses could not be conducted.

Demographic Profile of Respondents

Because this is a unique population that is not reflective of the U.S. population's demographic make-up, the data was not weighted.

Table 1

Demographic Profile of Non-Parent Influencers	
Gender	
Male	38.50%
Female	61.50%
Age	
22-35 years	44.00%
36-44 years	15.33%
45-54 years	13.50%
55-85 years	27.17%
Education	
High school degree or less	19.83%
Some college	32.00%
College degree or more	48.17%
Race/Ethnicity	
Hispanic	5.17%
White, Non-Hispanic	71.00%
African-American, Non-Hispanic	19.17%
Other, Non-Hispanic	4.67%

Demographic Profile of Parents	
Gender	
Male	33.03%
Female	66.97%
Age	
22-35 years	3.37%
36-44 years	41.01%
45-54 years	44.85%
55-85 years	10.75%
Education	
High school degree or less	28.26%
Some college	34.72%
College degree or more	37.02%
Race/Ethnicity	
Hispanic	4.15%
White, Non-Hispanic	80.95%
African-American, Non-Hispanic	11.52%
Other, Non-Hispanic	3.38%

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OVERVIEW REPORT

Appendix C

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MAY 2004 DOD INFLUENCER POLL
SPRING 2004 TIME 21 MINUTES
FIELDING DATE 4/8/04

RESPONDENTS INFLUENCERS AGED ≥ 22 AND ≤ 85

GENERAL INSTRUCTIONS

Target Audience: Each household will be screened for adults between the ages 22 and 85 who influence youth between the ages of 12 and 21 or parents who have a child between the ages of 16 and 21.

Screening: Each household will be screened for adults who meet the following criteria:

- Are at least 22, and less than 85 years old
- Influencers of youth ages 12 to 21
- Includes parents, coaches, clergy, scout leaders, employers, teachers, church lay people, volunteers, guidance counselors and mentors
- Parents of children ages 16-21

Field Dates: Pre-test April 7-9, 2004
Influencer poll - Launch study on April 8, 2004
Complete interviewing on May 1, 2004
Parent poll - Launch study on April 20, 2004
Complete interviewing on May 25, 2004

Length: 21 minutes.

Geography: 100% United States - including Alaska, Hawaii and the District of Columbia

Sample Size: n=1251 total - 600 adult influencers aged 22 to 85 (40% incidence); 601 parents whose child has also completed the Youth Poll survey and 50 parents of children between the ages of 16 and 21 whose child did not complete the survey.

Quotas: GENDER: 52% Female, 48% Male within each region
Min. of 200 mothers and 200 fathers.

RACE/ETHNICITY: Thresholds (According to the Profile of General Demographic Characteristics, 2000 Census of Population and Housing, U.S. Department of Commerce):

White	83%
Black or African American	12%
American Indian and Alaskan Native	1%
Asian or Native Hawaiian and Other Pacific Islander	4%
Hispanic or Latino (of any race)	11%
Non-Hispanic	89%

EDUCATION:

<High School	15%
H.S. Graduate	32%
Some College	18%
Assoc. Degree- occupational/ vocational	5%
Assoc. Degree- academic program	4%
Bachelor's Degree (e.g., BA, AB or BS)	18%
Master's Degree/Professional School Degree (e.g., MA, MS, MEng, MEd, NSW, MD, DDS, DVM)	6%
Doctoral Degree (e.g., PHD, EdD)	1%

REGION: WirthlinWorldwide uses a 9-point Geocode

1.	New England (5.06%)	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
2.	Mid-Atlantic (14.33%)	New Jersey, New York, Pennsylvania
3.	East North Central (16.01%)	Illinois, Indiana, Michigan, Ohio, Wisconsin
4.	West North Central (6.82%)	Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Minnesota
5.	South Atlantic (18.73%)	Delaware, Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, District of Columbia
6.	East South Central (6.09%)	Mississippi, Alabama, Tennessee, Kentucky
7.	West South Central (10.89%)	Texas, Louisiana, Arkansas, Oklahoma
8.	Mountain (6.33%)	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
9.	Pacific (15.75%)	California, Oregon, Washington, Hawaii and Alaska

Sample: Random B sample, with minimum of three working blocks. All samples were screened for business numbers. Parent sample was pulled from the Youth Poll 7 database of completed interviews.

Dialing Procedures: Interviews were conducted during the evening and weekend hours. The fieldwork took place from Wirthlin Worldwide's telephone center located in Orem, Utah and utilized computer assisted telephone interviewing (CATI).

Callback Procedures: Plan an initial call and maximum of three callbacks. If a household is not reached after four calls, we will substitute another randomly selected household. Callbacks will be scheduled on different days, different times of the day and in different weeks.

Pre-test: A pre-test of the survey instrument was conducted on April 7-9, 2004 and April 22, 2004 in Wirthlin's Orem, Utah telephone facility. We conducted thirty interviews and no significant changes were made. The pre-test cases have been included in the final data set.

SCREENER AND INTRODUCTION

SCREENER

INTRO1: Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE]

GPA. Could I speak with a member of this household who is between the ages of 22 and 85 please?

1. Yes
2. No, respondent isn't available
3. No, there isn't a respondent (living) in the household who is between the ages of 22 and 85
4. No, you can't talk to the person

99. DK

IF GPA=1, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND READ INTRO2.
IF GPA=2, ARRANGE CALLBACK
IF GPA=3, CODE AS INELIGIBLE, THANK AND TERMINATE
IF GPA=4, CODE AS REFUSAL, THANK AND TERMINATE
IF GPA=99, CODE AS INELIGIBLE, THANK AND TERMINATE

INTRO2 Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE]

PRIV1. All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement?

0. No
1. YES, RECORD MAILING ADDRESS
99. DK/REF

S1. Could you please tell me your age? **[1QP]**

RECORD ANSWER
99. DK/REF

S5. Do you have any children between the ages of 12 and 21?

0. No
1. Yes
99. DK/REF

IF S5=0 OR 99 GO TO INF1

INF1. Do you have a relationship with a youth between the ages of 12 and 21 where he or she might come to you for advice about what to do after high school?

0. No
1. Yes
99. DK/REF

IF INF1=1 GO TO INF2
IF INF1=0 OR 99 THANK AND TERMINATE

INF2. What role or position do you have where you interact with youth ages 12 to 21? [IF NECESSARY PROBE: For example, are you a teacher, coach, youth group leader?] [MULTI PUNCH]

1. Youth sports coach
2. Member of the clergy
3. Scout leader
4. Employer of people under the age of 21
5. Grandfather/Grandmother
6. Sister/Brother
7 Uncle/Aunt
8 Teacher
9 Church layperson
10 Volunteer work
11 Guidance Counselor
12 Mentor
13 4H Leader
14 Parent/Step Parent
15 Child Care Provider
16 Youth at Work
17 Church-Activity
18 In neighborhood
19 Friend
20 Friend's children
21 Youth group leader
22 God Parent
23 Relative
24 Children's friends
25 Sports
26 School
27 Community Involvement
97. Other [SPECIFY: RECORD RESPONSES]
99. DK/REF

IF INF2=99 THANK AND TERMINATE

S2. For research purposes, may I please verify your gender?

1. Male
2. Female

DEM1. What is the highest level of school you have completed or the highest degree you have received? [READ LIST, ACCEPT SINGLE RESPONSE]

1. Less than High School
2. High School Graduate - Diploma or Equivalent (GED)
3. Some College But No Degree
4. Associate Degree - Occupation / Vocational
5. Associate Degree - Academic Program
6. Bachelor's Degree (e.g., BA, AB or BS)
7. Master's Degree (e.g., MA, MS, MEng, MEd, MSW)
8. Professional School Degree (e.g., MD, DDS, DVM)
9. Doctorate Degree (e.g., PhD, EdD)

99. DK/REF **[DO NOT READ]** [THANK AND TERMINATE]

DEM10. Do you consider yourself to be of Hispanic, Latino or Spanish origin?

0. No
1. Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.

99. DK/REF

DEM11 I'm going to read a list of racial categories. Please select one or more to describe your race. Are you…[READ PUNCHES 1-5.] [NOTE: IF RESPONDENT SAYS 'DON'T KNOW" OR DOESN'T MENTION A PUNCH BELOW, SAY: "WHICH OF THE FOLLOWING RACE CATEGORIES DO YOU MOST CLOSELY IDENTIFY WITH?"] [CODE UP TO 5 RESPONSES]

0 No
1 Yes

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
6. [DO NOT READ] Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.)

99. DK/REF [THANK AND TERMINATE]

[IF DEM11=6 ONLY, ASK DEM11A]

DEM11A. In addition to being Hispanic, do you consider yourself to be [READ PUNCHES 1-5] [CODE UP TO 5 RESPONSES]

0 No
1 Yes

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)

98.Not Applicable [DO NOT READ] [THANK AND TERMINATE]
99.DK/REF[THANK AND TERMINATE]

STYPE=1 - PARENTS OF YOUTH (N=601): NAMES OF PARENTS TAKEN FROM DATABASE OF COMPLETED YOUTH RESPONDENTS

STYPE=2 - ADDITIONAL PARENTS (N=50): NUMBERS OF HOUSEHOLDS WITH CHILD AGE 16 TO 21 WHO DID NOT COMPLETE THE SURVEY

{PROGRAMMER: PULL THE FOLLOWING DATA FROM EXTENSION 1 AND RESTORE IT INTO SAMPLE FIELDS AND DISPLAY ON THE TIPRESP SCREEN}

TEENNAME. YOUTH NAME

1 DISPLAY OPEN-END RESPONSE

TEENGEND. YOUTH GENDER

1 MALE
2 FEMALE

TEENAGE. YOUTH BIRTH DATE

1 MONTH OF BIRTH, DATE OF BIRTH, YEAR OF BIRTH

SCREENER

INTRO1: Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE]

GPA. Could I speak with a member of this household who is a parent to a child between the ages of 16 and 21?

1 Yes, respondent is the one who answered the phone
2 Yes, respondent is coming to phone
3 No, respondent isn't available

4 No, there isn't a respondent (living) in the household who is a parent of a child ages 16 to 21
5 No, you can't talk to the person
99. DK

IF GPA=1, GO TO FILTER BEFORE INTRO2.
IF GPA=2, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND GO TO FILTER BEFORE INTRO2
IF GPA=3, ARRANGE CALLBACK
IF GPA=4, CODE AS INELIGIBLE, THANK AND TERMINATE
IF GPA=5, CODE AS REFUSAL, THANK AND TERMINATE
IF GPA=99, CODE AS INELIGIBLE, THANK AND TERMINATE

INTRO2 **IF PARENT FROM STYPE=1 READ:**
{IF GPA=2; DISPLAY THIS TEXT}
Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call.
{IF GPA=1 OR 2; DISPLAY THIS TEXT}
Recently your {INSERT EITHER "Son" or "Daughter" BASED ON teengend FROM SAMPLE} participated in a telephone study regarding his/her future plans after high school. We would now like to obtain your thoughts and feelings on career choices your {INSERT EITHER "Son" or "Daughter" BASED ON teengend FROM SAMPLE} has after high school. [DO NOT PAUSE]

{PROGRAMMER: DISPLAY teenname, teengend, AND teenage HERE SO INTERVIEWERS CAN REFER RESPONDENT TO EXACTLY WHICH CHILD TO BE THINKING OF WHEN ANSWERING QUESTIONS DURING THE SURVEY}
{INTERVIEWER: REFER TO GENDER / AGE / NAME OF CHILD IF RESPONDENT DOES NOT REMEMBER WHICH CHILD TOOK SURVEY OR IS UNAWARE OF WHICH CHILD TOOK SURVEY

IF PARENT FROM STYPE=2 AND GPA=2 READ:
Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling to learn about your opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE]

{IF STYPE=2, ASK S6; OTHERWISE GO TO PRIV1}

S6. Please tell me how many sons and daughters you have between the ages of 16 and 21.

RECORD # OF SONS _____
RECORD # OF DAUGHTERS_____
IF ZERO SONS AND DAUGHTERS [THANK AND TERMINATE]

S7.
[**IF ONLY ONE SON OR DAUGHTER IN S6 READ]**
What is the age of your son/daughter? [FILL IN GENDER BASED ON S6 AND RECORD APPROPRIATE AGE]
[IF PUNCH MORE THAN 1 SON OR DAUGHTER IN S6 READ]
Now I would like you to think of your son or daughter between the ages of 16 and 21 with the most recent birthday. What is the gender and age of this child?

1. 16 year old son
2. 17 year old son
3. 18 year old son
4. 19 year old son
5. 20 year old son
6. 21 year old son
7. 16 year old daughter
8. 17 year old daughter
9. 18 year old daughter
10. 19 year old daughter
11. 20 year old daughter
12. 21 year old daughter

PRIV1. All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement?

1. YES, RECORD MAILING ADDRESS
2. No
99. DK/REF

S1. Could you please tell me your age?

RECORD ANSWER
99. DK/REF

[IF S1<22 OR S1>85 RE-ASK GPA]

[IF S1>21 AND <86, ASK]
S2. For research purposes, may I please verify your gender?

1. Male
2. Female

DEM1. What is the highest level of school you have completed or the highest degree you have received? [READ LIST, ACCEPT SINGLE RESPONSE]

1. Less than High School
2. High School Graduate - Diploma or Equivalent (GED)
3. Some College But No Degree

4. Associate Degree - Occupation / Vocational
5. Associate Degree - Academic Program
6. Bachelor's Degree (e.g., BA, AB or BS)
7. Master's Degree (e.g., MA, MS, MEng, MEd, MSW)
8. Professional School Degree (e.g., MD, DDS, DVM)
9. Doctorate Degree (e.g., PhD, EdD)
99. DK/REF **[DO NOT READ]** [THANK AND TERMINATE]

DEM10. Do you consider yourself to be of Hispanic, Latino or Spanish origin?

0. No
1. Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.
99. DK/REF

DEM11 I'm going to read a list of racial categories. Please select one or more to describe your race. Are you…[READ PUNCHES 1-5.] [NOTE: IF RESPONDENT SAYS 'DON'T KNOW" OR DOESN'T MENTION A PUNCH BELOW, SAY: "WHICH OF THE FOLLOWING RACE CATEGORIES DO YOU MOST CLOSELY IDENTIFY WITH?"] [CODE UP TO 5 RESPONSES]

0 No
1 Yes

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
6. [DO NOT READ] Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.)

99. DK/REF [THANK AND TERMINATE]

[IF DEM11=6 ONLY, ASK DEM11A]

DEM11A. In addition to being Hispanic, do you consider yourself to be [READ PUNCHES 1-5] [CODE UP TO 5 RESPONSES]

0 No
1 Yes

1. White
2. Black or African-American
3. American Indian or Alaskan Native
4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)

98.Not Applicable [DO NOT READ] [THANK AND TERMINATE]
99.DK/REF[THANK AND TERMINATE]

LIKELIHOOD TO RECOMMEND

QREADTEXT.
IF STYPE=1 READ: THROUGHOUT THIS SURVEY I WOULD LIKE YOU TO KEEP ONLY YOUR SON/DAUGHTER IN MIND WHO RECENTLY COMPLETED A SIMILIAR TELEPHONE SURVEY.

IF STYPE=2 READ: THROUGHOUT THIS SURVEY I WOULD LIKE YOU TO KEEP IN MIND ONLY YOUR CHILD WHO IS BETWEEN THE AGES OF 16 AND 21. IF YOU HAVE MORE THAN ONE CHILD PLEASE KEEP IN MIND THE ONE WITH THE MOST RECENT BIRTHDAY.

ADV. **IF INF2=8 or 11 (EDUCATOR) ASK:** Now let's talk about the choices your students have. Suppose one of your students came to you for advice about the various post-high school options that are available. What would you recommend?

IF INF2 DOES NOT= 8 or 11 (NON-PARENT/NON-EDUCATOR) ASK: Now let's talk about the choices young people have. Suppose a youth you know came to you for advice about the various post-high school options that are available. What would you recommend? [PROBE: ANYTHING ELSE?] [DO NOT READ LIST, ENTER ALL CODES THAT APPLY.]

0 No
1 Yes

1. School (i.e., ANY FORMAL TRAINING/EDUCATION]
2. Job/Work
3. Join the Military/Service
4. Do Nothing
5. Stay at home
6. Travel
7. Get Married
8. Make Own Decision
9. Sports
10. Religon
11. Out of Trouble
12. Excel/Improve
13. Don't Marry
14. Deps. On Person

97. Other [SPECIFY: RECORD RESPONSES]
98. Not Applicable
99. DK/REF

ADVC **IF STYPE1 or 2 ASK:** Now let's talk about the choices your children have. Suppose your child came to you for advice about the various post-high school options that are available. What would you recommend? [PROBE: ANYTHING ELSE?] [DO NOT READ LIST, ENTER ALL CODES THAT APPLY.]

0 No
1 Yes

1. School (i.e., ANY FORMAL TRAINING/EDUCATION]
2. Job/Work
3. Join the Military/Service
4. Do Nothing
5. Stay at home
6. Travel
7. Get Married
8. Make Own Decision
9. Sports
10. Religion
11. Out of Trouble

97. Other [SPECIFY: RECORD RESPONSES]
99. DK/REF

ADV2. Now I would like to ask your opinion about some specific choices that young people have.

IF INF2 =8 OR 11 ASK (EDUCATOR) ASK: Suppose one of your students came to you for advice about various post high school options. How likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L]

INF2 DOES NOT=8 OR 11 ASK (NON-PARENT/NON-EDUCATOR) ASK: Suppose a youth you know came to you for advice about various post-high school options. How likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L]

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely

98. Not Applicable [DO NOT READ]
99. DK/REF

A. Joining a military service such as the Army, Navy, Marine Corps, Air Force or Coast Guard
B. Attending a four-year college or university
C. Getting a full-time job
D. Getting a part-time job
E. Attending a trade, technical, vocational or community college

F. Serving on active duty in the Coast Guard
G. Serving on active duty in the Army
H. Serving on active duty in the Air Force
I. Serving on active duty in the Marine Corps
J. Serving on active duty in the Navy
K. Serving in the National Guard
L. Serving in the Reserves

[READ LIST][ROTATE TOP TO BOTTOM, BOTTOM TO TOP]

ADVC2. Now I would like to ask your opinion about some specific choices that young people have.

IF STYPE1 or 2 ASK: Suppose your child between the ages of 16 and 21 came to you for advice about various post high school options. How likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L] Are you…

0 No
1 Yes

A. Joining a military service such as the Army, Navy, Marine Corps, Air Force or Coast Guard
B. Attending a four-year college or university
C. Getting a full-time job
D. Getting a part-time job
E. Attending a trade, technical, vocational or community college
F. Serving on active duty in the Coast Guard
G. Serving on active duty in the Army
H. Serving on active duty in the Air Force
I. Serving on active duty in the Marine Corps
J. Serving on active duty in the Navy
K. Serving in the National Guard
L. Serving in the Reserves

[READ LIST][ROTATE TOP TO BOTTOM, BOTTOM TO TOP]

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

FAVORABILITY

FAV1. Using all that you know or have heard about the U.S. military, please rate the U.S. military using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the U.S. Military?

RECORD RATING
99. DK/REF

FAV2. Using all that you know or have heard about the various active duty branches of the U.S. military, please rate each branch using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the [RANDOMIZE AND READ A-E]?

RECORD RATING
99. DK/REF

A. Air Force
B. Army
C. Coast Guard
D. Marine Corps
E. Navy

FAV3 Now, using all that you know or have heard, please rate the U.S. National Guard and Reserves using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the [RANDOMIZE AND READ A-B]?

RECORD RATING
99. DK/REF

A. Reserves
B. National Guard

KNOWLEDGE OF MILITARY

KW2. Let's talk about your knowledge of the U.S. military. Please use a scale from 1 to 10 where 1 means **NOT AT ALL KNOWLEDGEABLE** and 10 means **EXTREMELY KNOWLEDGEABLE**. Please tell me how knowledgeable you are about the U.S. Military.

RECORD RATING
99 DK/REF

COMMUNICATION WITH YOUTH

IF STYPE1 or 2 ASK:

COM1. Now I want to ask you about the role you play in your child's decision making process about the future. Please tell me how frequently you talk to your child about his or her future. Would you say you talk to him or her [READ LIST; ROTATE TOP TO BOTTOM]...?

1. Very frequently
2. Frequently
3. Sometimes
4. Rarely
5. Never

99. DK/ REF [DO NOT READ]

IF STYPE1 or 2 ASK:

COM2. Now I would like you to please tell me how frequently you have discussed the possibility of enlisting in the military with your child. Would you say you talk to him or her [READ LIST; ROTATE TOP TO BOTTOM]...?

1. Very frequently
2. Frequently
3. Sometimes
4. Rarely
5. Never

99. DK/ REF [DO NOT READ]

COM 3. Have you ever [RANDOMIZE AND READ A-C]...?

A. Pointed a military ad out to your child
B. Suggested contacting a recruiter to your child
C. Gathered information regarding the military for your child

RECORD RATING
99. DK/REF

ATTITUDE TOWARD BEHAVIOR

IF STYPE=1 READ: Again, I would like to remind you to please keep in mind your child who is between the ages of 16 and 21 who recently participated in the telephone study.
IF STYPE=2 READ: Again, I would like to remind you to please keep in mind your child who is between the ages of 16 and 21.

ATT1. **INF2 =8 OR 11; ASK (EDUCATOR) ASK:** Now I want to talk to you about recommending military service to one of your students. Please use a 7-point scale where one means extremely bad and seven means extremely good. You can use any number between one and seven. How would you rate recommending military service to one of your students when he or she is considering what to do after high school?

INF2 DOES NOT=8 OR 11; ASK (NON-PARENT/NON-EDUCATOR) ASK: Now I want to talk to you about recommending military service to a youth you know. Please use a 7-point scale where one means extremely bad and seven means extremely good. You can use any number between one and seven. How would you rate recommending military service to a youth you know when he or she is considering what to do after high school?

IF STYPE1 or 2; ASK: Now I want to talk to you about recommending military service to your child. Please use a 7-point scale where one means extremely bad and seven means extremely good. You can use any number between one and seven. How would you rate recommending military service to your child when he or she is considering what to do after high school?

RECORD RATING
99 DK/REF

ATT2. **INF2 =8 OR 11; ASK (EDUCATOR) ASK:** Using a 7-point scale where one means extremely foolish and seven means extremely wise, how would you rate recommending military service to one of your students when he or she is considering what to do after high school?

INF2 DOES NOT=8 OR 11; ASK (NON-PARENT/NON-EDUCATOR) ASK: Using a 7-point scale where one means extremely foolish and seven means extremely wise, how would you rate recommending military service to a youth you know when he or she is considering what to do after high school?

IF STYPE1 or 2; ASK: Using a 7-point scale where one means extremely foolish and seven means extremely wise, how would you rate recommending military service to your child when he or she is considering what to do after high school?

RECORD RATING
99 DK/REF

ATT3. **INF2 = 8 OR 11 (EDUCATOR) ASK:** Using a 7-point scale where one means extremely harmful and seven means extremely beneficial, how would you rate recommending military service to one of your students when he or she is considering what to do after high school?

INF2 DOES NOT= 8 OR 11 (NON-PARENT/NON-EDUCATOR) ASK: Using a 7-point scale where one means extremely harmful and seven means extremely beneficial, how would you rate recommending military service to a youth you know when he or she is considering what to do after high school?

IF STYPE1 or 2 ASK: Using a 7-point scale where one means extremely harmful and seven means extremely beneficial, how would you rate recommending military service to your child when he or she is considering what to do after high school?

RECORD RATING
99 DK/REF

SUBJECTIVE NORMS – GLOBAL

SUBG1 **INF2 =8 OR 11 ASK (EDUCATOR) ASK:** Now, I would like you to think about the people who have the most influence on the recommendations you make to your students. Using a 7-point scale where one means extremely unsupportive and seven means extremely supportive, how supportive do you think these people would be if you told them you have just recommended joining the U.S. military to one of your students?

INF2 DOES NOT=8 OR 11 ASK (NON-PARENT/NON-EDUCATOR) ASK: Now, I would like you to think about the people who have the most influence on the recommendations you make to youth. Using a 7-point scale where one means extremely unsupportive and seven means extremely supportive, how supportive do you think these people would be if you told them you have just recommended joining the U.S. military to a youth you know?

IF STYPE1 or 2 ASK: Now I would like you to think about all of the people that you might talk to when making decisions regarding your child's future. Using a 7-point scale where one means extremely unsupportive and seven means extremely supportive, how supportive do you think these people would be if you told them you have just recommended joining the U.S. military to your child? **INTERVIEWER INSTRUCTION: IF RESPONDENT IS CONFUSED OR ASKS WHO THESE PEOPLE SPECIFICALLY ARE REPEAT: "JUST THINK ABOUT ALL OF THE PEOPLE THAT YOU MIGHT TALK BEFORE MAKING ANY RECOMMENDATIONS TO YOUR CHILD ABOUT THEIR FUTURE"**

RECORD RATING
99 DK/REF

SUBG2. **INF2 = 8 OR 11 (EDUCATOR) ASK:** Again, imagine that you have just recommended to one of your students that they join the U.S. military. Using a 7-point scale where one means

extremely bad and seven means extremely good, how do you think the people who have the most influence on your decisions would rate this decision to recommend the U.S. military?

INF2 DOES NOT= 8 OR 11 (NON-PARENT/NON-EDUCATOR) ASK: Again, imagine that you have just recommended to a youth you know that they join the U.S. military. Using a 7-point scale where one means extremely bad and seven means extremely good, how do you think the people who have the most influence on your decisions would rate this decision to recommend the U.S. military?

IF STYPE1 or 2 ASK: Now I would like to imagine that you have just recommended to your child that they join the U.S. military. Still thinking about all of the people that you might talk to when making decisions about your child's future, how good or bad would they think your decision to recommend the military is? Use a 7-point scale where 1 means extremely bad and seven means extremely good.

RECORD RATING
99 DK/REF

OUTCOME EVALUATIONS

OUT. **INF2 =8 OR 11 ASK (EDUCATOR) ASK:** Suppose one of your students came to you for advice about what to do after high school. Using a 7-point scale where 7 means extremely important and 1 means not at all important, how important is it to you that the choice one of your students make helps them to [RANDOMIZE AND READ LIST]

INF2 DOES NOT=8 OR 11 ASK (NON-PARENT/NON-EDUCATOR) ASK: Suppose a youth you know came to you for advice about what to do after high school. Using a 7-point scale where 7 means extremely important and 1 means not at all important, how important is it to you that the choice the youth you know makes helps them to [RANDOMIZE AND READ LIST]

IF STYPE1 or 2 ASK: Suppose your child came to you for advice about what to do after high school. Using a 7-point scale where one means not at all important and seven means extremely important, how important is it to you that the choice your child makes helps them to [RANDOMIZE AND READ LIST]

RECORD RATING
99 DK/REF

A. Earn money for college
B. Have a good paying job that lets them live comfortably
C. Have job security
D. Be challenged physically
E. Develop self-discipline
F. Be in contact with their family and friends
G. Have a job that makes them happy
H. Learn a valuable trade or skill

I. Get experiences that prepares them for a future career
J. Be trained in cutting edge technology
K. Have a job that is interesting and not just routine
L. Have the opportunity to travel
M. Experience adventure
N. Do something for their country
O. Make a positive difference in their family and friends lives
P. Do something they can be proud of
Q. Develop teamwork skills
R. Be in an environment free of physical harm or danger
S. Have a benefits package that includes healthcare and a retirement fund
T. Have a lifestyle that is attractive to them
U. Engage in behaviors that are consistent with their beliefs and values

BEHAVIORAL BELIEFS

BEH. **INF2 = 8 OR 11 (EDUCATOR) ASK:** Now I am going to read the same list of items again and this time I want you to imagine that one of your students is thinking about joining the military after high school. Using a 7-point scale where one means extremely unlikely and seven means extremely likely, I would like you to tell me how likely it is that joining the military will help one of your students to [RANDOMIZE AND READ LIST]?

INF2 DOES NOT= 8 OR 11 (NON-PARENT/NON-EDUCATOR) ASK: Now I am going to read the same list of items again and this time I want you to imagine that a youth you know is thinking about joining the military after high school. Using a 7-point scale where one means extremely unlikely and seven means extremely likely, I would like you to tell me how likely it is that joining the military will help the youth you know to [RANDOMIZE AND READ LIST]?

IF STYPE1 or 2 ASK: Now I am going to read the same list of items again and this time I want you to imagine that your child is thinking about joining the military after high school. Using a 7-point scale where one means extremely unlikely and seven means extremely likely, I would like you to tell me how likely it is that joining the military will help your child to [RANDOMIZE AND READ LIST]?

RECORD RATING
99 DK/REF

A. Earn money for college
B. Have a good paying job that lets them live comfortably
C. Have job security
D. Be challenged physically
E. Develop self-discipline
F. Be in contact with their family and friends
G. Have a job that makes them happy
H. Learn a valuable trade or skill
I. Get experiences that prepares them for a future career

J. Be trained in cutting edge technology
K. Have a job that is interesting and not just routine
L. Have the opportunity to travel
M. Experience adventure
N. Do something for their country
O. Make a positive difference in their family and friends lives
P. Do something they can be proud of
Q. Develop teamwork skills
R. Be in an environment free of physical harm or danger
S. Have a benefits package that includes healthcare and a retirement fund
T. Have a lifestyle that is attractive to them
U. Engage in behaviors that are consistent with their beliefs and values

SUBJECTIVE NORMS

SUBJ. **INF2 =8 OR 11 ASK (EDUCATOR) ASK:** Now I am going to read you a list of people you may or may not be associated with. As I read each one, I would like you to tell me how supportive they would be if you recommended the military to one of your students. Please use a 7-point scale where one means extremely unsupportive and seven means extremely supportive. If you are not personally associated with this type of person please tell me and we will move to the next one. How supportive would [RANDOMIZE AND READ LIST] be if you recommended the military to one of your students?

RECORD RATING
98 NOT ASSOCIATED WITH THIS TYPE OF PERSON
99 DK/REF

A. Guidance and/or career counselors
B. Members of your immediate family
C. Non-family members who have served or are currently serving in the military
D. Your extended family (cousins, uncles, aunts, grandparents…etc)
E. The people associated with your church or religious group
F. Your close friends
G. Family members who have served or are currently serving in the military
H. Other teachers/educators
I. The student's parents

INF2 DOES NOT=8 OR 11 ASK (NON-PARENT/NON-EDUCATOR) ASK: Now I am I going to read you a list of people you may or may not be associated with. As I read each one, I would like you to tell me how supportive they would be if you recommended the military to a youth you know. Please use a 7-point scale where one means extremely unsupportive and seven means extremely supportive. If you are not personally associated with this type of person please tell me and we will move to the next one. How supportive would [RANDOMIZE AND READ LIST] be if you recommended the military to a youth you know?

RECORD RATING

98 NOT ASSOCIATED WITH THIS TYPE OF PERSON
99 DK/REF

A. The youth's guidance and/or career counselors
B. Members of your immediate family
C. Non-family members who have served or are currently serving in the military
D. Your extended family (cousins, uncles, aunts, grandparents…etc)
E. The people associated with your church or religious group
F. Your close friends
G. Family members who have served or are currently serving in the military
H. The youth's teachers/educators
I. The youth's parents

IF STYPE1 or 2 ASK: Now I am going to read you a list of people you may or may not be associated with. As I read each one, I would like you to tell me how supportive they would be if you recommended the military to your child. Please use a 7-point scale where one means extremely unsupportive and seven means extremely supportive. If you are not personally associated with this type of person please tell me and we will move to the next one. How supportive would [RANDOMIZE AND READ LIST] be if you recommended the military to one of your children? [INTERVIEWER: CODE 98 IF NOT PERSONALLY ASSOCIATED WITH]

RECORD RATING
98 NOT ASSOCIATED WITH THIS TYPE OF PERSON
99 DK/REF

A. Your child's guidance and/or career counselors
B. Members of your immediate family
C. Non-family members who have served or are currently serving in the military
D. Your extended family (cousins, uncles, aunts, grandparents…etc)
E. The people associated with your church or religious group
F. Your close friends
G. Family members who have served or are currently serving in the military
H. Your child's teachers/educators
I. Other parents

MOTIVATION TO COMPLY

NOTE TO CATI: PLEASE PROGRAM THIS LIST SO THE RESPONDENT ISN'T ASKED ABOUT ANY ITEMS THEY SAID PUNCH 98 TO IN THE SERIES "SUBJ" ABOVE.

MOT. **INF2 =8 OR 11 ASK (EDUCATOR) ASK:** Now I am going to read the same list of people. This time, I am interested in finding out how strongly they influence the recommendations you make to your students. Please use a 7-point scale where one means not at all and seven means to a very great extent. How much do [RANDOMIZE AND READ LIST] influence the recommendations you make?

RECORD RATING
99 DK/REF

A. Guidance and/or career counselors
B. Members of your immediate family
C. Non-family members who have served or are currently serving in the military
D. Your extended family (cousins, uncles, aunts, grandparents…etc.)
E. The people associated with your church or religious group
F. Your close friends
G. Family members who have served or are currently serving in the military
H. Other teachers/educators
I. The student's parents

INF2 DOES NOT=8 OR 11 ASK (NON-PARENT/NON-EDUCATOR) ASK: Now I am going to read the same list of people. This time, I am interested in finding out how strongly they influence the recommendations you make to youth you know. Please use a 7-point scale where one means not at all and seven means to a very great extent. How much do [RANDOMIZE AND READ LIST] influence the recommendations you make?

RECORD RATING
99 DK/REF

A. The youth's guidance and/or career counselors
B. Members of your immediate family
C. Non-family members who have served or are currently serving in the military
D. Your extended family (cousins, uncles, aunts, grandparents…etc.)
E. The people associated with your church or religious group
F. Your close friends
G. Family members who have served or are currently serving in the military
H. The youth's teachers/educators
I. The youth's parents

IF STYPE1 or 2 ASK: Now I am going to read the same list of people. This time, I am interested in finding out how strongly they influence the recommendations you make to your child. Please use a 7-point scale where one means not at all and seven means to a very great extent. How much do [RANDOMIZE AND READ LIST] influence the recommendations you make?

RECORD RATING
99 DK/REF

A. Your child's guidance and/or career counselors
B. Members of your immediate family
C. Non-family members who have served or are currently serving in the military
D. Your extended family (cousins, uncles, aunts, grandparents…etc.)
E. The people associated with your church or religious group
F. Your close friends
G. Family members who have served or are currently serving in the military
H. Your child's teachers/educators
J. Other parents

CHILD-EFFICACY

IF STYPE1 or 2 ASK:

SELF1. Now I am going to read you a list of activities. Please tell me how confident you are that your child could [RANDOMIZE AND READ LIST A-F]. Would you say... [READ LIST 1-5; ROTATE TOP TO BOTTOM; BOTTOM TO TOP].

1. Definitely No
2. Probably No
3. Maybe Yes, Maybe No
4. Probably Yes
5. Definitely Yes
99. DK/REF [DO NOT READ]

A. Successfully complete a military boot camp
B. Leave their family and friends for an extended period of time
C. Fight in a war
D. Succeed in a highly structured environment
E. Work effectively as part of a team
F. Join a military branch if they chose to

ECONOMIC INDICATORS

IND1. How difficult is it for a high school graduate to get a full-time job in your community? Is it…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4]?

1. Almost Impossible
2. Very Difficult
3. Somewhat Difficult
4. Not Difficult at All
99. DK/REF

IND2. Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?

1 Military
2 Civilian job
3 Equally in both
99 DK/REF

IND3. Four years from now, do you think the economy will be better than, worse than or about the same as it is today?

1. Better than
2. Worse than
3. About the same
99. DK/REF

CURRENT EVENTS

CUR7. Do you support or oppose U.S. Military troops being in Iraq?

1 Support troops
2 Oppose troops
3 Neither (DO NOT READ)
99 DK/REF

CUR8. Do you feel the United States was justified in its decision to go to war with Iraq?

0. No
1. Yes
99 DK/REF

CUR9. **INF2 =8 OR 11 ASK (EDUCATOR) ASK:** Does the current situation with the war on terrorism make you more likely or does it make you less likely to recommend joining the military to one of your students?

1 More likely
2 Doesn't change the likelihood (DO NOT READ)
3 Less likely
99 DK/REF

INF2 DOES NOT=8 OR 11 ASK (NON-PARENT/NON-EDUCATOR) ASK: Does the current situation with the war on terrorism make you more likely or does it make you less likely to recommend joining the military to a youth you know?

1 More likely
2 Doesn't change the likelihood (DO NOT READ)
3 Less likely
99 DK/REF

CUR10. Do you approve or disapprove of the way the Bush administration is -- [RANDOM ORDER]. Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?

1. Strongly Approve
2. Somewhat Approve
3. No opinion (DO NOT READ)
4. Somewhat Disapprove
5. Strongly Disapprove

99. DK/REF

A. Handling Foreign Affairs
B. Using the U.S. Military Forces

DEMOGRAPHICS

And now I just have a few last questions for research purposes.

DEM2D. Are you now or have you ever been a member of the armed forces?

0. No
1. Yes

99. DK/REF

[IF DEM2D=1, ASK DEM2B]

DEM2B. Is that active duty, guard or reserves? [ACCEPT MULTIPLE RESPONSES]

1. Active Duty
2. Guard
3. Reserves

98. Not Applicable
99. DK/REF

DEM3. What is your total annual household income? [READ LIST, ACCEPT SINGLE RESPONSE]

1. Less than $25,000
2. $25,000 but less than $30,000
3. $30,000 but less than $40,000
4. $40,000 but less than $60,000
5. $60,000 but less than $80,000
6. $80,000 but less than $100,000
7. $100,000 OR MORE

99. DK/REF **[DO NOT READ]**

DEM4. Please tell me whether you are currently…[READ LIST, ACCEPT SINGLE RESPONSE]

1. Single and have never been married
2. Widowed
3. Separated
4. Divorced
5. Married
99. DK/REF

DEM5. What is your current employment status? Are you [RANDOMIZE AND READ RESPONSE OPTIONS 1-4]?

1. Employed full-time
2. Employed part-time
3. Retired
4. Unemployed
5. Disabled
6. Homemaker
7. Self-employed
8. Student
97. Other (Please specify) [RECORD RESPONSES]
99. DK/REF

DEM12. For research purposes only, please tell me your street address and zip code? Do you know your ZIP plus four? [9-digit ZIP code is preferred]

[RECORD STREET ADDRESS]
[RECORD ZIP CODE]

[ASK DEM13 IF QPRIV1=1]

DEM13. So that we may send you the copy of the Privacy Act of 1974 and for research purposes please tell me your address.

[RECORD NAME]
[RECORD STREET ADDRESS]
[RECORD CITY]
[RECORD STATE]
[RECORD ZIP CODE]

DEM14. FIPS CODE ____ ____ ____ ____ ____

DEM15. ZIP CODE **[FROM SAMPLE]** ____ ____ ____ ____ ____

[ASK DEM16 IF PRIV1=2 OR DK/REF AND IF DEMA = 2 OR DK/REF]

DEM16. May I please have your first name in case my supervisor needs to verify that this interview actually took place?

Thank you very much for your time.

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OVERVIEW REPORT

Appendix D

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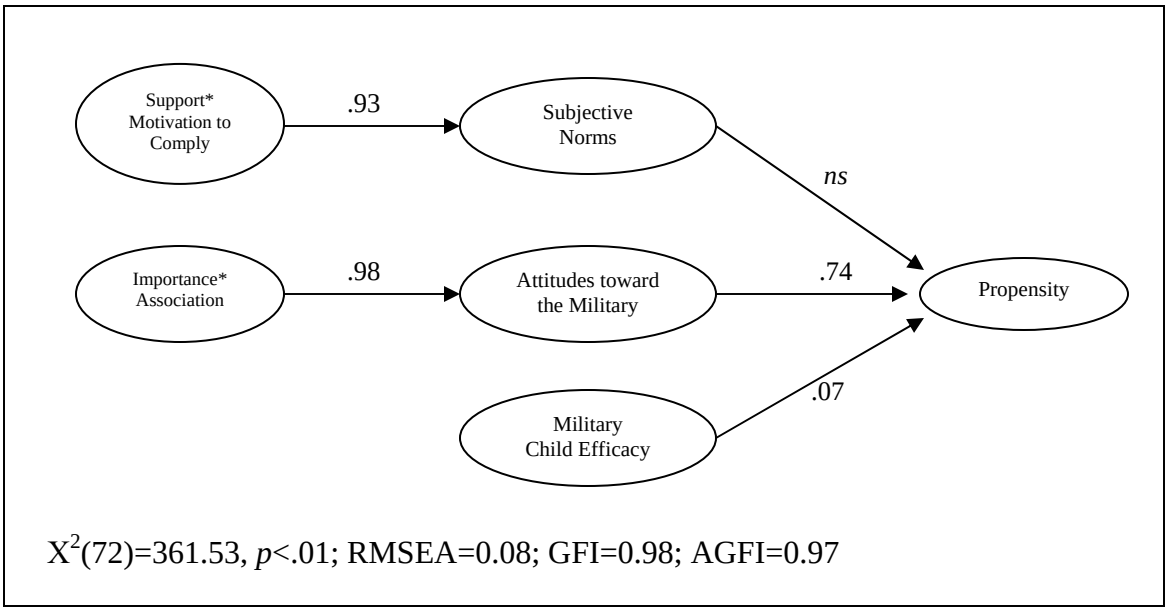
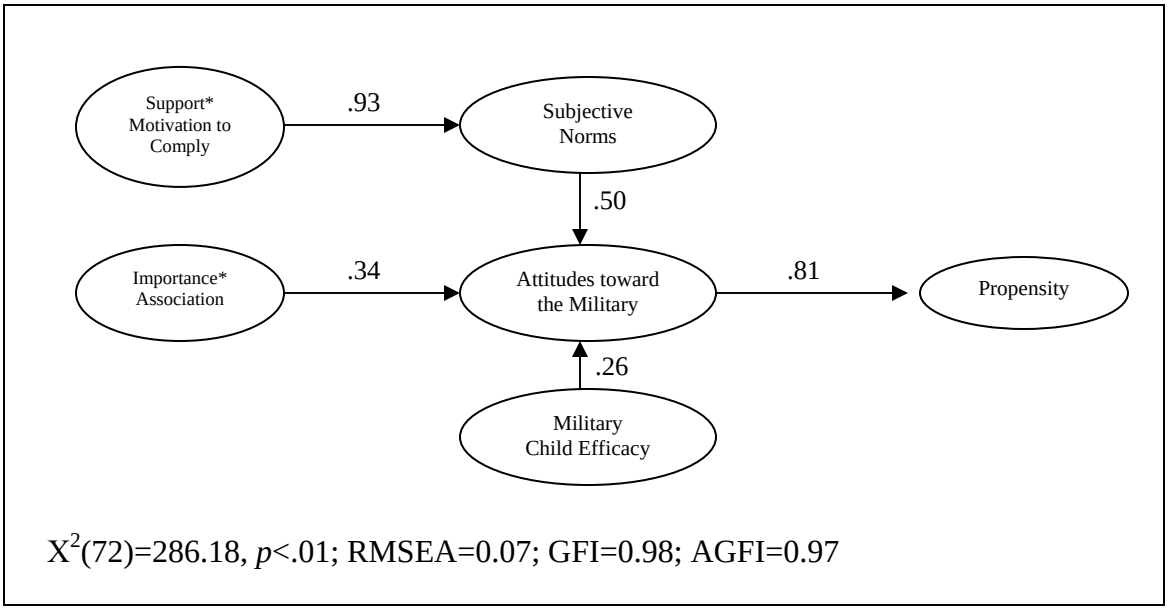
Initial Model Fit: Parents



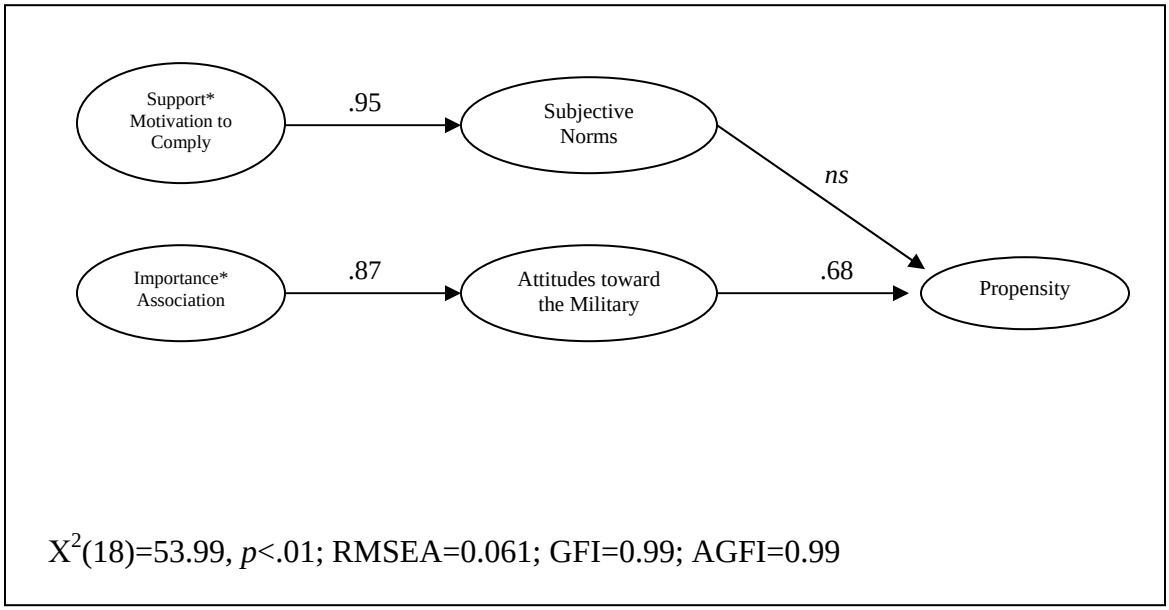
$X^2(72)=361.53$, $p<.01$; RMSEA=0.08; GFI=0.98; AGFI=0.97

Revised Model Fit: Parents



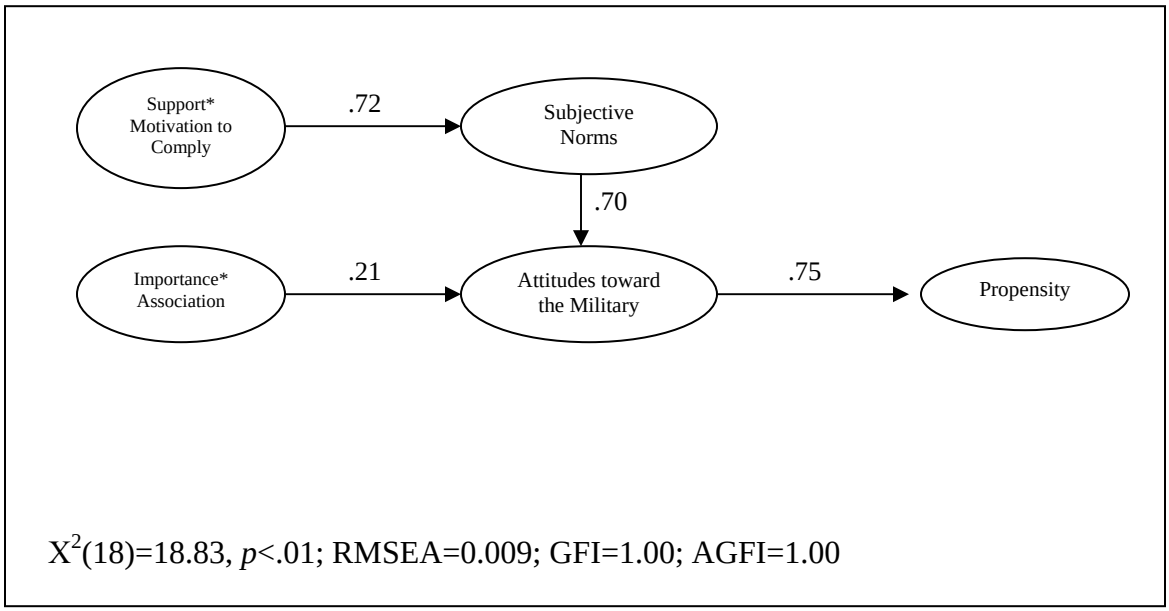
$X^2(72)=286.18$, $p<.01$; RMSEA=0.07; GFI=0.98; AGFI=0.97

Initial Model Fit: Non-Parents



$X^2(18)=53.99$, $p<.01$; RMSEA=0.061; GFI=0.99; AGFI=0.99

Revised Model Fit: Non-Parents



$X^2(18)=18.83$, $p<.01$; RMSEA=0.009; GFI=1.00; AGFI=1.00